

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

Vol. LXXXVIII NEW YORK, AUGUST 27, 1914

No. 9

Empire Tires WEAR LONGEST

THE Empire *Red Rubber* Tire advertising that has been appearing in the New York and Philadelphia newspapers is a fine illustration of what can be done with a new child of a numerous family. There are some who doubted that we could say anything new or different about automobile tires, that every angle had been covered by the opposition. But then some people have doubted that anything new or different could be done to a tire to make it better. The Empire Rubber and Tire Co. of Trenton put the *red* in automobile tires and greatly increased their wear and mileage.

We put some *red* stuff in Empire Tire copy and that has increased their sales—well, entirely satisfactorily.

Consequently, the Empire people are very enthusiastic witnesses to the quality of Ayer service.

N. W. AYER & SON
PHILADELPHIA

New York

Boston

Chicago

(This is Advertisement Number Forty-eight of a Series.)

The Buying Impulse

Ever try to sell goods to a man in business or family trouble?

Nice job, eh?

You go ahead with your story while the "prospect" nods and says yes: but his mind isn't "on the race," and you know it. By the time you're half through you would sell your chance for a sale cheap—and take a time note in settlement.

* * *

Now here's the point—

The American farmer's income will be suddenly increased this year—the greatest buying impulse known to business.

Moreover *the farmer isn't worrying about his job.* He will listen to your business arguments with his attention *undivided* by a thought in the back of his mind that "tomorrow" or "next week" he may have his income "cut down" or worse cut off—that therefore he had "better wait and see."

* * *

The Standard Farm Papers

are read by the best and most progressive farmers. They are read not for pleasure but for *profit*. Mark that. The Standard Farm Paper has been and is a big factor in increasing crops and in getting the farmer better returns on his efforts and bigger profits.

Your advertising in Standard Farm Papers parallels such important reading matter.



TRADE-MARK OF QUALITY

Standard Farm Papers

are	Prairie Farmer, Chicago
Farm	Pennsylvania Farmer
Papers	The Breeder's Gazette
of	Hoard's Dairyman
Known	Wallaces' Farmer
Value	Kansas Farmer
	Progressive Farmer
	Missouri Farmer
	The Wisconsin Agriculturist
	The Indiana Farmer
	The Farmer, St. Paul
	Oklahoma Farm Journal
	The Ohio Farmer
	The Michigan Farmer

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
119 W. Madison St.
(Advertising Bldg.), Chicago.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893
VOL. LXXXVIII NEW YORK, AUGUST 27, 1914 No. 9

Advertisers Point Out America's Opportunity

MANY of America's leading advertisers in the following feature discuss the probable effects of the European war on business in this country.

There is a significant agreement among many of the writers that now is the time to strike hard for that part of American trade which has gone to European houses; that American concerns have an opportunity which probably will never come again to establish our goods in predominant favor in neutral countries where heretofore the goods of European countries have been strongly entrenched.

The idea of capturing foreign markets is one that may well fire the imagination, but how many American manufacturers can claim to have captured 50 per cent, or even 25 per cent of the wonderful market within our own domain? The war excitement should not be permitted to divert attention from the unprecedented opportunity to cultivate intensively the undeveloped demand unquestionably existing at home.

PRINTERS' INK has never given its attention to a matter more important than the subject of the discussions that follow.

Undiscovered Territory at Home

By R. O. Eastman

Of the Kellogg Toasted Corn Flake Company, Battle Creek, Mich.

THE European war does not worry us in a business sense as we do not do a European business. It keeps us going day and night and sometimes Sundays to produce enough corn flakes and our other products for the good people of the little old United States.

I think a good slogan for the manufacturers who are suffering from demoralization of their export business would be, "See America First." There is a map of the United States in front of my desk fourteen feet wide with about twenty thousand tacks in it and every time I look at that map it gives me a shock of horror to observe how big the United

States really is. To a great many manufacturers there is more undiscovered territory right here at home than there is in any foreign country.

Anticipates Largest Business Ever

By W. B. Morris

Of the Northwestern Knitting Company (Munsingwear), Minneapolis.

I HAVE your letter of August 13 regarding the opportunity for export business on account of the European war, and in reply would say that so far as Munsingwear is concerned it will be impossible to take advantage of the unusual opportunity which undoubtedly has been created by the disruption of the usual channels of trade.

As you know, our business has been phenomenally successful. Each year for a number of years we have been obliged to increase

our production in order to supply the demand for Munsingwear from trade in the United States. At the present time, we have nearly 600 more people at work than a year ago.

We anticipate this fall the largest business in our experience. Our sales this year will show a big increase over 1913. The new Munsingwear mill now in course of erection will be the largest addition to the plant we have ever erected. Part of it is in use at the present time. All of it will not be available for increased production until after the first of the year.

While it might be possible for us to take on some foreign business, we prefer to reserve the entire production of the plant to take care of the increasing demand for Munsingwear from all parts of the United States.

Not Altering Plans in the Least

By H. Dumont

Gen. Mgr., Pacific Coast Borax Company, Chicago, Ill.

THE European war has had no appreciable effect upon our business, and we are not contemplating altering our plans in the least.

Time to Find New Home Consumption

By Geo. S. Parker

Of the Parker Pen Company, Janesville, Wis.

THE war has already had the effect of making a substantial curtailment in our business so far as export trade is concerned.

Personally I feel it is absolutely useless to sit down and "cry over spilled milk" or to mourn for trade that no longer comes from Europe. We have a set of conditions before us that must be met, i. e., for instance, to work more intensely the markets at hand. I feel in our own line there are fields we have not cultivated nearly as intensely as we should, and if we do this it will greatly recompense us for the temporary loss of

trade abroad. Therefore possibly it is a blessing in disguise.

We are apt to look at the mountain in the distance, and think our fortunes lie in that direction, where as a matter of fact we are tramping on diamonds under foot.

Commercially speaking, it is no time for sentiment, but time to get exceedingly busy, and to dig up new opportunities that are to be found in our own markets which we have neglected heretofore.

Manufacturers to Find New Uses for Materials

By E. H. Broadwell

Vice-Pres., Fisk Rubber Company, Chicopee Falls, Mass.

THE problems confronting American manufacturers due to the European war are many and can be solved in various ways.

As for our company, inasmuch as we are dependent upon the importations of crude rubber for our production, it is pretty hard definitely to map out a policy for any length of time. We believe that some method will be found whereby importations will commence before the supplies in this country are exhausted, but even if this is so it means curtailing the production to an extent that makes volume decrease and increases correspondingly overheads and costs.

We believe that this country will be benefited eventually by this war, because, no matter what the duration, business in Europe will be more or less demoralized for some little time and that country naturally will seek for articles of American manufacture in greater demand than ever before. This should tend to increase United States supremacy.

The war will also open up for this country outlets into other countries that have formerly been supplied by Europe, and if our company was not dependent on its crude material being imported, I believe our proper procedure would be to investigate fully the demand in the foreign countries for the outlet of any additional surplus product that we were able to manufacture.

America's Opportunity

The present war in Europe has practically shut off all kinds of importations.

This has turned the eyes of buyers everywhere to American markets.

Now is the time for American manufacturers to entrench themselves so strongly that when the world's commercial channels flow normally again, it will be impossible to dislodge them.

Now is the time for action.

*Everybody's
Magazine*

The Ridgway Company
New York

South America, Africa, the East Indies, China, Japan and Australia are all supplied to a large extent by Continental Europe. These countries are naturally going to seek their supplies elsewhere if they cannot get them there, and where can they turn but to this country? Necessity has often been spoken of as the mother of invention. The probabilities are we will find new uses for many things in manufacture that we did not dream were possible before. The inventive minds will be busy and the mechanical engineers of nearly all great institutions will probably be looking for substitutes for those articles which they are to-day dependent upon for their supply from Europe.

This war may change the whole trend of commerce. It may make the West the big port of entry. That, of course, provided the present hostilities are of any great duration.

Opportunities That Will Never Come Again

By E. Mapes

Sec., Cream of Wheat Company,
Minneapolis

THE war will probably make little or no difference to our company, except that on account of the unquestioned increase in the cost of raw material our profits will naturally be very much cut down.

That the war, however, opens opportunities for most American manufacturers, which they probably never will have presented to them again, seems to me to be beyond question. If the manufacturers of the United States do not take this advantage to capture the South American market they have only themselves to blame. Of course the transportation proposition and the necessary financing by the bankers enter largely into the proposition. In fact, the three go hand in hand, and success can only be secured by active co-operation among the three particular factors I have mentioned.

Has Added to His List of Mediums

By C. O. Sacks

Of Gray & Davis, Inc. (Automobile Accessories), Boston, Mass.

AT this writing our business has in no way suffered. We are running the plant day and night, a practice which has been in force for the past six months. Our customers do not seem to regard the European situation as a menace and are calling for deliveries as fast as we can make them.

Speaking for Gray & Davis, I can only say that the advertising campaign will continue as planned. There will be no change. In fact, we have six media on the list which have not been used previously by this company.

"The way to resume is to resume." The way to greater business is advertising. I see no reason for indulging in pessimism or the curtailment of space. Were we building a product salable in outside markets, it would certainly be our policy to advertise in the export trade papers in a big, convincing manner, and follow such a campaign with an energetic sales force. Greater profits, opportunities, and business await those who will cultivate the new fields. The time to accomplish this is *now*!

However, my estimate may be entirely in error. It is merely a statement of fact regarding the situation as we see it. Our business shows a 25 per cent. increase over this time last year, which was our record season, and this, perhaps, distorts our view-point and lends a feeling of optimism which might otherwise be lacking.

The European war will undoubtedly open up commercial fields which, heretofore, have been difficult for American manufacturers to cultivate. I refer particularly to South and Central America, China, Japan and many Colonial possessions.

For many years, we have heard our business men bemoan the increasing dominance of Germany in the world's marts. England, of course, has always found ready

Announcement.

The management of The Iron Age will issue on Sept. 5th a statement giving many new facts and detailed figures concerning its circulation.

THIS statement supplements our previous analysis "Who Reads The Iron Age?" and is made up of information recently obtained from the firms and various businesses subscribing to The Iron Age. It is geographically arranged to cover every section of the United States. It shows in detail the various products that its subscribers manufacture or deal in, the class of plant or factory they operate and the general nature of their equipment. So broad and far reaching is the circulation of The Iron Age that this analysis covers practically the whole metal working field of the United States.

Sales managers will find this analysis of the utmost value in determining the extent and distribution of their market. Advertisers can inform themselves with accuracy as to the character and extent of the market for their products among the subscribers to The Iron Age. On this point there will be no room for uncertainty.

Never before has any trade or technical journal issued such a detailed analysis of its circulation or shown so clearly the buying power of its subscribers. This analysis was possible only because the circulation of The Iron Age is composed mainly of businesses and the firm or business is the actual buying unit.

The books and charts that make up this analysis of the principal metal working plants of the country will be forwarded gratis to any business firm requesting them.

THE IRON AGE, 239 W. 39th St., New York

sale for her wares in civilized communities beyond her own borders. Between both, American export trade has sadly suffered.

There are good reasons for this; the absence of an adequate merchant marine bearing U. S. registry, the question of "price," and last but not least, inability to conform our business methods and credits with those of the Asiatic and Latin-American merchant. On the contrary, English and German merchants accommodate themselves to every angle of export business and have fostered the good-will of foreign purchasers.

The war has altered conditions. Every nation not actively engaged in the unfortunate conflict must turn to us for luxuries and necessities. Once this trade is secured it is doubtful if it will ever be directed in other channels.

The matter of increasing our export business is up to our own manufacturers. If an aggressive, progressive, selling campaign is immediately waged, we can turn the trick. If, on the contrary, American business men wait to see which way the cat will jump, the opportunity will disappear as it did when, after the Civil War, we were content to sit idly by and watch other countries step in and shoulder our products from markets in which they rightfully belonged.

It is only now that we are beginning to learn to what a great extent we depended upon Europe for minor essentials. Yarns, dye-stuffs, chemicals, surgical appliances, raw sugar, hides, ball bearings and a thousand other things have been imported instead of being manufactured here.

We are told that climatic and physical conditions, cheap labor, and other considerations stand in the way of home production. Is it really this or can we frankly attribute such a condition to a lack of energy and foresight?

It seems to me that this great country, blessed with every natural resource, inventive genius, capital, progressiveness and intelligent operatives, should be self-sustaining; should be able to pro-

duce economically everything that modern commerce demands. If not, the condition is a sad arraignment of our boasted ingenuity and business ability.

"Necessity is the mother, etc." and I feel quite sure that thousands of firms will take advantage of the opportunity to enter virgin fields and meet the demand created by the absence of certain imported commodities. New industries will be created, new lines of business established which will supply our own requirements as well as an exterior demand. It is a splendid chance, never better, bigger or brighter.

So far as our own business is concerned, we have not been materially affected. While it is quite true that we export a large number of automobile starting-lighting systems to England, Germany and France, it so happens that these shipments can be transferred to the home market to assist in meeting existing contracts. Any loss of foreign business is amply secured in our increased ability thus to fill domestic orders with greater facility.

We are not in position to take advantage of the new opportunities because our product is sold only to motor car manufacturers and these of course are limited to America and Europe.

"Greatest Prosperity Ever Known"

By W. M. Canaday

Of the Hoosier Mfg. Company (Kitchen Cabinets), New Castle, Ind.

IN reply to your letter of August 13, following is a copy of a letter we sent out August 5, which covers our point of view:

THE WAR IN EUROPE—WHAT EFFECT WILL IT HAVE ON YOU?

Following our great sympathy for those directly affected by the waste in life and property which must follow a general European war comes the necessary problem, "What effect will it have on us?"

The first days of the war have advanced the value of foodstuffs



Boys at "long-trousers" age

THE average age of The American Boy readers is 15 years. They range up to 20 years. Don't think of them as "kids." They are young men—self-respecting and earnest.

Get a sample copy of The American Boy and see what they read—stories of business experience and real life, practical, constructive articles, accounts of the world's progress in industrial science, and red-blooded tales of human experience.

In The American Boy columns you will not find piffle, muck, or cheap melodrama. Neither will you find fairy stories or embroidery lessons.

Think of a body of 200,000 manly young fellows, alert up-to-date, eager to learn of the most modern ideas, their minds unfettered by tradition, open and receptive.

They are interested in smart clothes, in haberdashery and shoes, in watches, in razors and shaving supplies generally, in phonographs and talking machines and other musical instruments, in bicycles and in motor cars, and in many other advertisable articles.

Some of these things they are going to buy themselves—others will be bought by their families at their instigation. In either case the boy is a good fellow for the advertiser to get in right with.

You cannot reach one-half The American Boy readers through any other one publication.

THE NOVEMBER ISSUE—This will be one of 52 pages and will contain the annual premium list and is preserved for months on that account. Forms close on October 1st.

THE DECEMBER ISSUE—This will also be one of 52 pages and will breathe the Christmas spirit from cover to cover.

Rate \$1.00 per line. 87½¢ per line for full, half or quarter pages.

THE SPRAGUE PUBLISHING COMPANY

J. COTNER, Jr., Secretary and Treasurer

Eastern Office:
E. S. MURTHEY, 286 5th Avenue
New York City

Detroit, Michigan

Western Office:
E. T. COTNER, 1417 Lytton Bldg.
Chicago, Illinois

in this country nearly a billion dollars.

When prices are increased at the *source* in this way the result in this country must inevitably be greater prosperity all along the line.

Any continued war will undoubtedly result in our steel mills being run at full blast, and American factories being run overtime to supply Europe with food, clothing and supplies. The immense exports of Europe to South America, Australia and Asia must fall on America.

According to all the laws of economics, every American factory employee will be working at full time on good wages. With bumper crops and war prices, the farmer cannot escape being more prosperous than ever before.

This crisis, coupled with our cool-headed treatment of our Mexican provocation, must surely cause the eyes of the whole world to center on the United States as a place for conservative investment. Conservative European capital by millions is almost sure to pour into this country to seek investment here.

As a result of this money condition New York stands a fair chance to take from London her supremacy as the money center of the world. Money in America under these conditions will be cheap. American industries under the influence of cheap money and a wider market will prosper and grow more rapidly than at any previous period.

The tide of prosperity had already set in before the European war added its stimulus. Thirty-five per cent of our own fall output was sold before our men started on the road. To prepare for the great increase which we know is coming this fall, we have authorized the expenditure of many thousands of dollars extra in new equipment.

The only danger we can see is a probable car shortage during September, October and November when crops are moving. In view of this situation we believe every merchant should place orders for all of his fall require-

ments at least thirty days earlier than usual.

If we are correct in our absolute conviction that this fall will see the greatest prosperity America has ever known, the merchants who prepare themselves at once to take advantage of this situation will reap a rich profit. The only man who can lose is the man who postpones.

Doesn't Expect His Business to Suffer

By Floyd Y. Keeler

Of I. W. Lyon & Sons, New York


WHILE our business has not suffered and probably will not suffer to any marked degree as a result of the present European Armageddon, yet there will undoubtedly be an enormous initial contraction of business, especially on the Atlantic Coast, particularly in New York City, where many thousands of people employed by importing firms and their allied manufacturing organizations will be thrown out of employment and business brought to an absolute standstill.

What lies in the future (say three months) depends on so many unstable factors that it is impossible to say whether or not we will derive any great amount of future profit from the misfortune of Europe.

The thing of most primal importance is that until the Atlantic is cleared of war craft and made safe for shipping we cannot get rid of our surplus products at any price, either to Europe or South America, because we lack ships flying our flag to carry our exports—having depended for so long on the merchantmen of other countries.

Just now one bad policy has arisen and that is of not paying a bill unless actually compelled to, or unless it carries a cash discount; this is detrimental to the giving and receiving of credit and should be discouraged wherever possible. Coupled with this impairment of credit follows the cancellation of advertising on the ground of needless expenditure in

FIRST NUMBER
OF THE NEW
SUNSET
THE PACIFIC MONTHLY



NEW OWNERS-NEW POLICY
September See Page 504a

OFFICERS:

WILLIAM WOODHEAD,
President.

CHAS. K. FIELD,
Vice-President.

WALTER V. WOEHLEKE,
Secretary.



**EASTERN
REPRESENTATIVES:**

NEW YORK:

William A. Wilson,
515 Candler Building.

CHICAGO:

Graham C. Patterson,
338 Marquette Building.

panicky times and that it is better to have this money in hand for an emergency.

It is the writer's personal belief that the only policy to pursue just now is one of conservatism, cutting out speculation wherever possible and awaiting the reopening of ocean shipping. Most of us have absolute faith in the soundness of the United States, but whether we are going to be able to dispose of our exports without taking in exchange a lot of foreign bonds and no actual cash is a question of supreme importance that cannot be answered just now.

"Will Push for Business as Usual"

By Francis J. Yawman

Sec., Yawman and Erbe Mfg. Company,
Rochester, N. Y.

NOTWITHSTANDING the war in Europe we will continue to push for business as usual. American manufacturers should talk optimism, sit tight and stop rocking the boat. The limited amount of export business that we have done would not affect our general business. As there is practically none of our goods imported, there is nothing to be gained in that direction.

The first shock of the war is over and business is gradually adjusting itself to the conditions. It is only natural to expect that the war will have a depressing effect on some lines of trade while others will receive a boost. As our line is general and used by every class and kind of manufacture we naturally expect to participate in any improvements in American trade due to the European war.

More Pressure for Domestic Sales

By H. E. Raymond

Second Vice-pres., The B. F. Goodrich Company, Akron, Ohio

OUR position is one that is peculiar to itself, in that our foreign activities have always been so great that the present situation has produced no new condition

that will incite on our part any greater activities in foreign fields except that which would naturally follow on the part of our various agents still further to push forward the sale of our product in their market.

The Goodrich company has for twenty years back quietly and insistently developed its own foreign market by the use of its own foreign representatives in fields it desired to enter. It has been our custom and our policy invariably to investigate these markets, carefully to weigh the character and standing and financial source of the various agents before assigning our line to them. In this way we have built up for ourselves a clientele throughout the civilized portions of the globe that is dependable, that supplies our products along intelligent lines, and in an emergency of this character can more quickly serve us than if we were at the moment depending upon advertising mediums or other methods of placing ourselves in touch with these markets of the world at this moment.

That each and every manufacturer will pay greater heed to the domestic demand goes without saying. That is something that would automatically occur without any great species of acuteness on the part of the sales department of the various American manufacturers. There will be a demand to be filled, obviously, and that American manufacturers will rise to the occasion and fill it is beyond question of doubt.

Situation in Shoe Field

By Bert Barnett

Of the Friedman-Shelby Shoe Company,
St. Louis, Mo.

THE shoe manufacturers of the United States undoubtedly look for the war in Europe to affect the shoe industry of this country greatly in the way of advancing prices.

The tanning industry is greatly dependent upon European countries for the chemicals and bark used as tanning agents, and this

(Continued on page 52)

Visible Circulation

The circulation of the Public Ledger is where everyone can see it. It is in evidence. There are more copies daily and Sunday of the Public Ledger sold in every first-class community, in Philadelphia and suburbs, than any other morning newspaper. The Public Ledger predominates on every suburban train coming into Philadelphia from every direction.

PUBLIC  **LEDGER**
Independence Square, Philadelphia

*The only two
cent newspaper
in Philadelphia*

LIFE

To The Front

One of the reasons why LIFE is in the advance guard of magazine successes is because of its ability to foresee and its courage to do.

Effective with September 3rd issue (on press), LIFE adds a four page editorial form to each issue, increasing the reader's value 20% without increase in price. This added value will be appreciated by LIFE'S old readers and eventually create many new ones.

July was the largest July in LIFE'S history. August and Sep-

tember, thus far, show a healthy increase over comparative months last year.

The stronger an institution the less it is affected by temporary adverse conditions. LIFE shows its confidence in the future business of the United States by giving this increased value to its readers.

When you advertise in LIFE you can rest in confidence that your advertising investment is in a solid front rank publication.

Gee Bee Are

LIFE'S Advertising Manager, 31st Street West, No. 17, New York.
B. F. Provandie, Western Manager, Marquette Building, 1537, Chicago.

Capturing the Outposts

Out on the firing line of hot competition every extra shot counts. Good Housekeeping Dealers' Service Department is supplying effective reinforcements for its advertisers just where needed—at the retailer's store.

One of a number of characteristic sales plans that has caused the dealer to endorse over his own name, and to advertise Good Housekeeping-advertised-products into the very homes of his local patrons more than half a million times is the

"Thank You and Guarantee Slip"

Ample confirmation of the dealers backing is furnished in many such letters as this:

"I consider this idea one of the cleanest forms of advertising for me that it is possible to obtain.

Enclosed you will please find check for five dollars, for 5,000 slips.

In appreciation of your co-operation, I remain,

Very truly yours,

F. H. W.,
Nashua, N. H."

Any man who is in the least dependent upon the retailer for his distribution will be interested in the details of such co-operation.

This effort is just one of many that constantly and effectively contribute to the benefit of Good Housekeeping Advertisers.

May we tell you about it? No obligation.

Good Housekeeping Magazine

Co-operates with the Retail Merchant

New York

Washington

Boston

Chicago

European Trade in United States That Is Subject to Capture

Facts and Figures That Visualize How Our Manufacturers May Profit
by Quick Action

Special Washington Correspondence

TO what extent will the American public accept my goods as substitutes for similar lines heretofore imported from Europe?

This is a question which a number of manufacturers and advertisers are, apparently, asking themselves very earnestly since the outbreak of the general war. Indeed it may be suspected that this aspect of the situation is interesting more manufacturers than are concerned by the enlarged export opportunities in the Latin-American countries and the Orient which have presumably been opened by this same crisis. At least the opportunities in the home market have been the subject of the largest proportion of the inquiries that have been put, during the past week or two, to Government officials and statistical experts who are supposed to be in a position to give advice on trade matters.

One explanation given, at the Bureau of Foreign and Domestic Commerce and other Federal information bureaus at Washington, for the keen concern as to the probable influence of the war in broadening the home market for American goods is found in the fact that the American manufacturer, who can now induce the public here to accept his goods as a substitute for the European importations of which it is suddenly deprived, stands to get immediate results.

STRONG ADVERTISING CAN DO IT

If public patronage can be made to swing from French soaps and German soups and Swiss laces to the Yankee counterparts the trade stimulus will be immediate because these and many other articles are virtually articles of daily consumption of which no considerable surplus stock is carried in warehouses on this side of the Atlantic.

Another consideration which impels many manufacturers to look hopefully toward this particular portion of the silver lining of the war cloud is that an attempt to capture the erstwhile trade in imported goods in any particular line need not be attended by any undue expense other than that for advertising and sales promotion—no immediate factory enlargements, no granting of long-time credits, no introductory salesmanship such as is likely to be necessary in the export fields where Americans may expect to gain the upper hand—thanks to the enforced withdrawal of German and British competition.

In other words, the American manufacturer seeking to discount any disadvantage from the war, if he does not, mayhap, turn the upheaval to his advantage, may feel his way and seek new or enlarged outlets in the home market with less expense than he can proceed in the export field if not already established there.

GOVERNMENT EMPHASIZES OPPORTUNITY

In counseling the American manufacturers, who make or can produce substitutes for the goods formerly imported from Europe, to consider the changed status of the home market before devoting their attention to promising foreign fields the officials at Washington are in no wise belittling the trade opportunities that will arise in Central and South America, Australia, etc., now that these divisions of the world are likely to be more dependent than ever before upon American factories for many necessities and even for luxuries.

Almost every official in Washington and a number of the diplomats stationed there have in public and private statements emphasized the golden opportunities

that await American exporters now that all formidable rivals are, temporarily at least, out of the running.

But, as Chief Baldwin, of the Bureau of Foreign and Domestic Commerce, said to PRINTERS' INK: "There are assuredly great opportunities awaiting in the export field but the situation which is developing there as a result of this war is not one to invite the amateur. It is folly for a business man to suppose that all he has to do is to step in and command an extensive and profitable trade merely for the asking. Constructive work is needed here. No person should rush in merely with a view to the profits that might be gained in this emergency, but if the present is seized upon as an opportune time to enter the export field permanently, and the business man builds for the future, arranges a system of credits and perfects shipping arrangements that insure the prompt delivery of his goods in proper condition, he should gain a position of advantage from which it would be difficult to dislodge him no matter whether the war be of long or short duration."

VIEWS OF DR. ALSBERG

This question of the duration of the conflict abroad is one which seems to be weighing with many manufacturers who are hesitating as to just how to proceed. It is obvious that an American firm having all the facilities for approximating the foreign-made article might be able to divert, this year, a considerable share of the trade in Scotch marmalades and preserves, but as Dr. Alsberg, Chief of the Bureau of Chemistry, said in discussing this subject for PRINTERS' INK: "I suppose it would scarcely be wise for any person to set out olive groves in California as a source of future supply for olive oil when, if the war ends, the normal supply from France may be resumed next year or the year following."

Dr. Alsberg dwelt upon the fact that in food products a large share of importations from Europe have been luxuries, such as French

wines, and consequently the question arises to what extent American consumers will accept American substitutes. On the other hand the lower prices at which this class of American goods are sold in most instances may prove a potent inducement if the well-to-do classes of our population as well as the poor are impelled to economize in order to bear America's share of the burden of the costly conflict.

AMOUNT OF TOYS, FURS, TEA, SOAPS AND PERFUMES SOLD TO AMERICA

Toys and kindred specialties have been mentioned in almost every discussion of this subject which has taken place in official circles in Washington. During the twelve months ending on July 1, 1914, the United States imported from Germany toys to the value of \$7,718,854. The question has been repeatedly asked this past fortnight what is to prevent the bulk of this manufacture being carried on in America? The question is the more natural because of the strides which American manufacturers have made in the production of puzzles, parlor games, etc. Obviously it is not for lack of inventive skill or ingenuity on the part of designers that this business has gone abroad for readers will recall that the Teddy bear and the Kewpie doll, two of the biggest toy hits of recent years were devised by American artists though made in Germany.

Tea, furs, and certain other commodities are conspicuous examples of the willingness of many Americans to pay an extra charge upon goods that is not warranted from an economic standpoint. In the case of tea, in particular, we have been paying Great Britain enormous profits for preparing and packing the tea. During the year which ended on July 1 last, the American people purchased English tea to the value of \$3,838,970, which is considerably more than we spent for tea in China, and more than half as much as the total amount of our tea purchases in Japan. Soaps and perfumeries are other examples of goods in the case of which Ameri-



"I HAVE BEEN A SUBSCRIBER TO SYSTEM, THE MAGAZINE OF BUSINESS, SINCE IT WAS FIRST PUBLISHED, AND HAVE RECEIVED MANY GOOD IDEAS. I BELIEVE THAT ANY BUSINESS MAN CAN USE SYSTEM, THE MAGAZINE OF BUSINESS, TO GOOD ADVANTAGE."

Arthur R. L.



BUILDERS *of* AMERICAN BUSINESS

III

WALTER H. COTTINGHAM
PRESIDENT OF THE SHERWIN-WILLIAMS COMPANY

NUMBER III in the series of portraits of readers of SYSTEM

can demand has shown a weakness for the magic word imported. In the year 1913 American firms spent three-quarters of a million dollars in Europe for soap, principally in France, England and Italy. During the same year we bought in Europe, principally in France, perfumeries, cosmetics and toilet preparations to the tune of \$1,844,234.

WHERE FOREIGN SUPPLIES ARE LOW

American producers of some of the most extensively advertised goods will, from the very nature of things, be unable greatly to increase their sales in the United States because of the war, and must look to export trade for whatever expansion is possible. For example, Europe sent us last year only \$35,000 worth of talking machines and phonographs. But, on the other hand, the music-loving Latins of the Pan-American countries have been wont to distribute their purchases of talking machines and records among American, English, French and German houses, whereas henceforth American interests should have almost a monopoly of this business.

Automobile imports from Europe have fallen to much less than \$2,000,000 a year so that there is no great quantity of American substitutes needed to fill that gap; photographic film from Europe sells here to the amount of less than one-third of a million dollars a year; and such specialties as vacuum cleaners, automatic pistols, etc., have no European competition worthy of the name.

The sale of safety razors may be stimulated somewhat if the importation of European cutlery is shut off and the domestic producers of rugs and carpets who have advertised so forcefully during the past few years may profit by the war inasmuch as our importations in this line have been almost as heavy from Europe as from Asia. This is one of the lines where the lower price of the American product is likely to prove a big factor in its favor once consumers with a penchant for the imported have been com-

pelled by circumstances to make actual comparison of values.

Clocks to the value of \$806,000 were imported from Europe last year, and European watches sold in the United States to the amount of \$2,612,101. To be sure nearly \$2,000,000 worth of these watches came from Switzerland which at this writing is not directly involved in the war, but with virtually every man in the republic likely, ere long, to be under arms it goes without saying that the Swiss watch firms will be compelled to leave a pretty clear field for their American competitors.

Similarly is it significant that Americans have been buying more than half a million dollars' worth of pencils from Europe every year, and as this foreign trade has been about equally divided between England and Germany the war will presumably curtail it to a large extent.

Opportunity for American china makers, etc., seems to be spelled very clearly in statistics lately compiled at the Department of Commerce which show that during the twelve months that ended July 1, 1914, we paid to Europe some \$8,000,000 for earthen, stone and china ware, this aggregate being distributed among Austria, France, Germany and the United Kingdom. Glassware to the amount of millions of dollars annually we have purchased from Europe, and the items have included everything from common window-glass to the costly cut or ornamented glass.

SMALL ARTICLES OF LARGE AGGREGATE SALES

There are many small articles among our European importations which though seldom mentioned individually in trade discussions are nevertheless purchased in such aggregate quantities that the volume of business would be decidedly welcome if added to the sales of American firms in the same lines. For example, we purchased from Europe last year \$719,000 worth of matches, although, to be sure, two-thirds of this amount was spent in Norway and Sweden.

Of the \$603,267 worth of scissors and shears which American firms purchased in Europe nearly all purchases were made in Germany, and presumably that business will have to be cared for this year by American houses. The manufacture of needles is a thriving business in the United States, but we bought nearly half a million dollars' worth in Europe last year. American housewives who have become enamored of enameled kitchen and table utensils paid tribute to European producers last year to the amount of \$667,486, and American men bought European razors, in this same period, to the amount of \$391,036. Pen or pocket knives cost us in Europe last year \$752,116, and pipes and smokers' articles were purchased in heavy quantities.

EIGHT MILLION DOLLARS' WORTH OF GLOVES BOUGHT ABROAD

The common supposition has been that the war in Europe should mean a boom in American glove manufacture inasmuch as Americans have been purchasing upward of \$8,000,000 worth of European gloves per annum, but American glove-makers say that problems of raw material may curtail their rewards. Similarly it is predicted that the virtual monopoly which Germany has enjoyed in the production of aniline dyes will come to an end because American textile industries will be compelled to make every effort to develop sources of supply nearer home.

So, too, while every person realizes what quantities of silk and other dress materials have been imported from Europe for American women it is possible that not every one appreciates that we spent in Europe last year the sum of \$1,812,719 for buttons, a large proportion of which might be produced in America. European fans cost us, in the same interval, \$170,119, and European handkerchiefs, \$2,043,900. American furniture manufacturers are accounted progressive in every sense of the word, but \$886,144 worth of trade escaped them last

year to be garnered by European competitors, and even the indestructible features of patented American baggage have not sufficed to wipe out a considerable volume of American orders for European bags and trunks.

Six Point League Optimistic

The Six Point League of New York, which includes in its membership representatives of 623 newspapers, held a meeting recently at which the effects of the European war on newspaper advertising was discussed. Opinions as brought out were used as the basis of a letter which was given large circulation throughout the country. Extracts from the letter follows:

"It was shown that steamship travel advertising comprised the bulk of business that has been definitely cancelled and that advertisers not intimately affected by lack of ocean transportation were going ahead with their fall campaigns. Contracts already made are of normal proportions. The fact that crops are good and the market ready for them, that the freight rate is settled, that the new currency law is soon to be in operation, and that new export markets are to be open for our trade, means large wealth for the producers of this country and good business for those who seek it in a reasonable manner.

"It was evident from some reports that in some lines of trade, readjustment to new conditions would be necessary, but with our sound basis, this should not greatly interfere with prosperity."

"Smart Set" Changes Hands

E. F. Warner, publisher of *Field and Stream*, announces that in association with George Jean Nathan and H. L. Mencken, he has purchased *The Smart Set* from John Adams Thayer and, with the October number, will assume control of this publication. The change of ownership is complete and means an entire change in the personnel of the business, editorial and advertising managements.

The advertising department of *The Smart Set* will be merged with that of *Field and Stream* and will be under the direction of Irving Myers, with J. W. Macy representing the advertising interests in the West.

As editors of the magazine, the new organization will have George Jean Nathan, who, for the past six years, has been the dramatic critic of the publication, and H. L. Mencken, who, for a like space of time, has been its literary critic.

The name of the publishing company which issues the magazine will be changed from the John Adams Thayer Corporation to The Smart Set Publishing Company.

"Yeloban" is the trade-marked name of a new evaporated milk that is now being advertised in Portland, Oregon.

POWER

is the logical medium for
the valve manufacturer—

**POWER reaches the man who
uses valves and who buys or
influences buying of valves**

Here's Proof:-

NELSON

March 12th, 1914

"Power"
100 Pearl St., N. Y.
New York, N. Y.

Gentlemen:-

In the seven years that have
passed since we first advertised in "Power"
our business has increased tremendously.

We give "Power" credit for a
large part of this progress and with
that credit we now send you a contract for
about fifteen thousand dollars more adver-
tising; five years more.
It pays.

Very truly yours,
Nelson Valve Co.

E. H. Hanning
Manager of Sales.

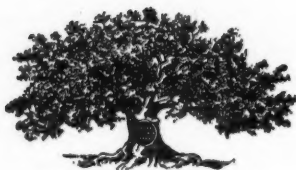
W/P

HILL PUBLISHING COMPANY

The Hill Building

New York City

Also publishers of The Engineering & Mining Journal, Engineering News,
American Machinist and Coal Age. All Members of A. B. C.



"Unlike any other paper"

Crops have been bigger than ever before. Sixty million farmers will have more money to spend than ever before.

You can get the farmer's business by going after it. His money is good and he has considerably more of it than the average city man.

You can best get at the farmer and his family through the paper that began building confidence in all advertising by its "Fair Play" notice—

The Farm Journal

[A. B. C. MEMBER]

Wilmer Atkinson Co.

Washington Square
Philadelphia

[Remember, well over 900,000 in October, closing
September 5th. Be early if you value position.]

Now's the Time for Good Will Advertising

Those Who Really Believe in the Sound Principles of Advertising Will Stand Out in the Next Few Months—Momentum May Cease Overnight, but it Will Take Years to Regain It

By Frank Finney

of Street & Finney, New York

NOW that war has furnished an excuse we shall hear of the wholesale stopping or curtailment of advertising appropriations.

Most advertisers have no real faith in advertising, as Cyrus Curtis says. They have a half-hearted belief that there may be something in it and are just taking a shot at it in the hope that they may hit something. To most advertisers it is not an investment. It is a gamble—a gamble that it may do some good.

Therefore when any excuse for stopping or curtailing appears even faintly on the horizon, "Good Night," the advertising must be stopped.

Advertisers talk big about how they are investing in "good will," reputation, prestige, etc., but few of them really believe that they are. If they really did, a panic or a war would not cause them to stop advertising. They would say, "What has war to do with this building of reputation in the minds of the public? The minds have not died. They are still alive and keen and reading magazines and newspapers as usual." They would say, "We must continue to keep our reputation and our prestige sold to those minds. If we stop advertising our reputation and our very name will soon become dead cells in those brains and we will be forgotten. For is it not true that 'It takes years to build a reputation, but it can be lost in a day?' And further," they would say, "Is it not true that a very great man may die and be forgotten almost in a day?"

In like manner the prestige and reputation and very name of an

advertiser may die with the stoppage of his advertising and be forgotten in a surprisingly short time. At least it would seem that an advertiser, by stopping his advertising, loses more in prestige and reputation and familiarity with his name than the paltry sum he saves by the stopping.

A TEST OF REAL BELIEF

If most advertisers really believed in advertising they would reason it out as above. Those who get the most for their money out of advertising will reason this way, such as Cyrus Curtis, Ivory Soap, Cream of Wheat, Colgate, Kodak, Cluett-Peabody, Postum, National Biscuit, Victor Talking Machine, Campbell Soups, Heinz, Coca-Cola, Royal Baking Powder, and let me add: All Street & Finney customers will reason as above.

Some automobile tire people have stopped because they cannot get rubber. What nonsense. What has their rubber shortage got to do with creating reputation and prestige in the minds of the public?

Advertising sets up a momentum of reputation, prestige and "good will" which *later on* creates sales. It takes many years to get that momentum going with profit-making speed. But this momentum may run down over night as it were. The sensible advertiser keeps accelerating his momentum, speeding it up swifter and swifter. But most advertisers will let it run down during panics or wars and thereby waste all they have invested in momentum and then have to start all over again with new money and many years to re-create the momentum which they allowed to die out. They do not realize what is the matter with their advertising. But they wonder why it is not successful like Ivory Soap, Colgate, etc.

It may be argued that a thing so hard to get is not so quickly and easily lost. Money is hard to get. Is it easily lost? Anything valuable is hard to get and instantly lost. A sales momentum cannot be created in a day. If it were so, we would all put in ads

to-night and get rich to-morrow; and everybody would be rich because everybody would do it.

COPY WITH A PULL INSTEAD OF A
JERK

And yet the average advertiser thinks he can stop his advertising at any time, let his momentum die, and then re-create it at any time in a day. Where are the advertisers that stopped advertising? Some of them are trying to get back their old momentum. Are they getting it back?

There is no state of death in life except in advertising. An advertiser may die whenever he pleases, thinking he can come to life again whenever in his profound judgment it is wise to.

John Wanamaker, one of the most practical advertising men in the world, says:

"If there is one game the quitter should let alone, it is advertising. For advertising does not jerk. It pulls. If steadily stuck to it will exert an irresistible influence."

The average advertiser thinks that advertising jerks. Therefore, when war appears he feels that there will be no orders to "jerk" in, hence advertising and its jerking should be stopped.

The leading agents, publishers and advertisers should start a campaign in support of the doctrines of steady repetition and reiteration—a campaign against the "jerk" and for the "pull"—a campaign to teach advertisers that the building of reputation, prestige and "good will" has nothing to do with wars and panics and business depressions.

All the world's but an imitation. If a few leaders would start an agitation of this doctrine, everybody would imitate, and what a great good would be accomplished for advertisers of lesser experience.

Coupon Good for a Tire Tube

Lee Pneumatic Puncture Proof Tires were recently advertised in Indianapolis by a one week special offer. A coupon advertisement was printed in the newspapers which was good for one Lee tube free with every Lee tire purchased at the regular price.

Koh-i-noor's New Use Copy

Waldes & Co., makers of the Koh-i-noor snap fastener, which has been advertised into great popularity in the garment trades, is now pushing the device for use in connection with strap slippers, and double-page space has been taken in the shoe trade papers in this connection. "Good-bye, old button-hook," is the slogan which is being featured. The picture of the pretty girl who is using a Koh-i-noor fastener as a monocle is prominent in the shoe advertising as in the rest of the campaign, and the advertiser says, "This face, and the Koh-i-noor snap fastener, are known to 80,000 women and every merchant in the country. Koh-i-noor-fastened slippers are sure to sell better, accordingly."

Royal Tailors' Big Sales Gain

Joseph Vehon, president of the Royal Tailors, Chicago and New York, in a double-page spread which appeared in a recent issue of a trade journal made the following statement in regard to the prosperity of his business:

"At the close of the first half of 1914, it gives us pleasure to report that Royal sales for the first six months of this year show a net gain of 36½ per cent over the corresponding period last year.

"We publish this fact because we believe it will be of interest to merchants and business men generally, who are watching every indication of the times—and desire to keep posted on important trade conditions and developments."

Introductory Work for Frozen Mints Gum

The Autosales Gum and Chocolate Company is starting distribution for Frozen Mints Chewing Gum by distributing samples at moving picture theatres. A large poster is hung in front of the theatre announcing that a five-cent package of Frozen Mints will be given to every woman and child. The sampling plan is based on the idea that nearly every one entering the theatre will use the sample package at once, eliminating any waste circulation.

Pipe Company's National Campaign

William Demuth & Co., manufacturers of "W. D. C. Pipes," New York, have commenced advertising their pipes in national mediums, after an advance campaign in the tobacco trade press which has advised the dealers what the company proposes to do.

The "Wellington" is a trade-marked brand of pipes which the company will feature in its copy.

William Van is now the advertising manager of the Regina, Sask., *Daily Province* and *The Evening Province & Standard*, succeeding Mr. Trotter.

Advertisers Who Refused to Quit

How One Big User of Space Had His Eyes Opened to His Opportunities—Tire Advertiser Who Put Off Cancellation and Let His Contracts Stand—A Tea Importer's Advertising Stroke

ONE New York agent derives a good deal of satisfaction from the fact that his advice at the beginning of the war put his client in an unique strategical position to win the home market. His client, an advertiser of mineral water, came to him with a "now it's all over" manner and mournfully said he'd have to suspend advertising and lay off salesmen until he saw "which way the wind was going to blow." He was sure that calamity was on the way.

But the agent, who viewed conditions from a broader perspective, laughed at him. "Why, man," he exclaimed, "don't you see that

this is your one chance to clean up? Stop advertising with all the foreign waters out of the way! There are just as many water-drinkers as ever plus those that have to take domestic waters, and it is your chance of a lifetime to do something big. I am going to get up some war copy to start at once."

When the advertiser got to thinking it over he saw the agent's side of it, and not only agreed to run the ads, but specified special position. Afterwards he confessed to the agent that the stroke was a winner, inasmuch as it was making the most out of the great war circulation which was thrown in gratis by the papers.

GLAD HE DIDN'T CANCEL

Similarly, a publisher tells of a Western tire advertiser who "saw things," and sent out a blanket telegram through his agent to "Cancel contract." Realizing that such a move at this time might result disastrously to the adver-

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

tiser and interfere with the success of a campaign for which his publication was largely responsible, one publisher wired back: "Suggest not canceling until last form closes."

More as a matter of courtesy than anything else, the tire manufacturer consented. He was mighty glad he did, for a few days later Goodyear came out with announcements in the newspapers to the effect that the war would make no difference in the price of its tires. As it was the boldness of the Goodyear stroke meant considerable effort to offset, but imagine the difficulty the frightened one would have been in had he dropped from sight and left his more optimistic competitors a clear field! Needless to add, there is one tire-maker who feels very kindly toward a certain publisher who knew the tire market even better than he did himself.

AN AMUSING INCIDENT

One of the really amusing incidents of the scare was the case of a roofing advertiser, who saw in the upset conditions following the declaration of war a chance to get better rates. "There are going to be a whole lot of advertisers quit," he figured, "and the publishers will be only too glad to get my business on any basis."

So, taking the matter out of his agent's hands, he wired the publisher of a big weekly that, as there was a likelihood of interference with his raw material, he was forced to curtail his advertising to a few mediums which would give special war-time inducements. Much to his surprise, and to his agent's elation, a telegram came quickly back advising that the publisher was certainly sorry to hear of his unfortunate condition, and under the circumstances advised suspending advertising.

"In the meantime," the telegram concluded, "we know where we can sell your special position." This rather took the advertiser's breath away, as he had not foreseen that the publisher would be broad-minded enough to put himself in the position of the adver-

tiser and advise him accordingly. Neither did he know that some papers do not accept business when they feel that there is any danger of the advertiser being unable to supply the products advertised.

Strange as it may seem, the greatest confidence during the crisis was shown by the smaller advertisers. Those who depend largely on the trade and technical publications to give their products publicity, for instance, did not seem to mind the agitation. The big fellows, on the other hand, especially in the East, showed considerable squeamishness. This was due in most cases to a fear of money shortage and strained financial conditions. Several trade-paper advertisers jumped on the opportunity with both feet, foreseeing a big home market and general business stimulation.

A great many importers are expected to continue advertising in spite of the shutting off of supplies. One agent said he already had plans under way with a tea importer which would call for a campaign telling the public that, although not on sale at present, the tea was as good as ever, and just as soon as conditions became settled and new stocks could be brought into the country consumers would be promptly notified, so that they need not be deprived of their favorite brand any longer than absolutely necessary.

Other agents handling foreign accounts are planning similar campaigns for their clients, feeling that to leave a gap in the advertising would be unwise. Like the manufacturers who advertise seasonable products in season and out of season, these advertisers plan to keep their names before the public, fearing that if they let go now, it will cost them far more later on to displace the more aggressive competitors.

The Geo. B. David Company, Inc. of New York and Chicago, has been appointed Eastern representative of the *Northwest Dairymen*, of Northfield, Minn., and the *Montana Farmer*, of Great Falls, Mont., Hopkins & Shayne, of Chicago, have been appointed Western representatives of these publications.

Two complete editions of Collier's cleaned out!

August 15th issue

785,500 Copies

August 22nd issue

784,200 Copies

Many reorders could not be filled as even the reserve stock was exhausted.

The big measure of reader interest which Mark Sullivan is now putting into Collier's is the cause of this unprecedented situation.

Because of the constant increase in circulation rate changes will have to be made on very short notice.

COLLIER'S

THE NATIONAL WEEKLY

A. B. F. Hammesfahr.

Advertising Manager

COLLIER'S CIRCULATION ISSUE of AUGUST 1ST

Copies Printed 783,348

The difference between "Copies Printed" and "Gross" consists of imperfect and reserve copies.

Gross 773,889

The difference between "Gross" and "Net" consists of agents' samples and returns.

Net 768,054

The difference between "Net" and "Net Paid" is our Complimentary List.

Net Paid 756,495

Member A. B. C.

"FRANCE MARCHES SING-ING" is a stirring article in the September 5th issue of Collier's, by Gelett Burgess, written in Paris during the mobilization.

Henry Beach Needham, who was in London when the English mobilized, contributes "AS ENGLAND GOES TO WAR" in the same issue.



Do You Want How to go After

The present situation has already started numerous manufacturers to solicit this business.

They are doing this through our services and with our help.

It is part of this business to supply information as to the best ways of going after foreign trade.

This trade situation is a

tremendous opportunity for YOU. There is but one

The AMERICAN EXPORTER is the leading export journal of the world. It is published in English, Spanish, Portuguese and French editions which reach the leading houses abroad buying American goods. Its Portuguese and French editions are each published in separate Mechanical and Mercantile editions. The Mechanical covers machinery, heavy hardware, building material, etc.; the Mercantile, clothing, wearing apparel, house and office furnishings, novelties and miscellaneous goods.

Our advertising clients number 700 American manufacturers. If you will write us we will send sample copies and explanation of our services of translations of correspondence, credit reports on the business houses abroad, selected lists, etc.

We have the sort of service that puts manufacturers in direct touch with buyers abroad and supplies them with the facilities of follow-up.

America

17 Battery P

Expert Advice On Export Trade?

course to pursue—and that is to increase at once your campaign for Export Trade.

For the past 37 years we have been building up the sort of service of developing export trade that manufacturers now need.

Our forces have been increased to 90 people to care for an enlarged business, and we are thoroughly equipped to serve you.

If you will drop us a line we shall be pleased to explain in detail our plan of working for you in the export field.

Do not lose time in getting after this trade.

Exporter
New York

We have published a book
ELEMENTARY LESSONS IN EXPORTING

By B. Olney Hough

Editor of the AMERICAN EXPORTER
which explains fully all you want to know about the best methods of securing and handling export trade. It is the only book on the subject, and is of incalculable value to manufacturers at this time.

Price \$3.00 prepaid.

Send your order to us.

Why not durability as well as economy?

☐ Your catalog should hold together when opened by your customer. We have met this condition with our **RADIUM FOLDING ENAMEL**.

☐ **Radium Folding Enamel does not Crack or Break when Saddle-Stitched.**

☐ **RADIUM FOLDING ENAMEL** is pure white with superfine finish and is within the reach of all who believe good reproduction sells merchandise.

☐ **RADIUM FOLDING ENAMEL** basis 25 x 38—80 lb. will average 25 points test on Mullen Tester.

☐ Quality printers buy **RADIUM FOLDING ENAMEL** where paper is left to their discretion. This is the best evidence of printing quality.

☐ Send us your specifications so we may make your dummies and give you all the facts about our **RADIUM FOLDING ENAMEL**. Printed samples sent on request.

Birmingham & Seaman Co.

Tribune Building, Chicago

New York

Milwaukee

St. Louis

Cincinnati

Detroit

will offset other conditions and enable our largely increased factory to run full time with full or increased staff at full wages.

"The Cowan Company, as manufacturers of an article of unusual food value, are sincerely anxious to do their share in allaying anxiety as to employment, wages and food supplies.

"Cocoa and chocolate are foods

many years in Great Britain and Europe. The highest medical authorities have made the statement that cocoa and chocolate are the most sustaining of all foods in concentrated form. European soldiers almost universally carry chocolate in their kits as an emergency ration in case of food shortage, or fatigue in forced marches, and viewed from this standpoint of the late Queen Victoria's gift to her soldiers in South Africa takes on a new significance.

"We all appreciate tea and coffee, but, after all is said, these beverages are merely pleasant, slightly stimulating drinks, with little or no food value. Cowan's Perfection Cocoa, on the contrary, is a splendid food as well as drink, and a delightful drink as well as food."

There is plenty of opportunity for other manufacturers to develop that line of reasoning, and to go still farther. Many are already doing so, and more will follow. The F. B. Neuhoff Company, Detroit, a food product brokerage and commission house, says:

TO PREVENT PRICE ADVANCE

We beg to announce in behalf of our Associates, The Uncle Sam's Macaroni Company, of Tecumseh, Michigan, that although all prices on the widely distributed "Uncle Sam's"

brand of macaroni products (macaroni, spaghetti, vermicelli, noodles, etc.) stand to-day withdrawn pending a necessary upward readjustment of prices shortly necessitated by the largely increased cost of flour, every wholesale grocer has been afforded during the past few days, protection at the old price for as much as he felt able to purchase.

We have further requested the wholesale trade not to advance their jobbing

The gift for the
departing soldier



Waltham Military Wrist Watch

The man on the battle-field will remember you gratefully and often if you will give him this watch. Strapped to his wrist, where he can see it easily and quickly at all times, it will be constantly useful to him. And every time he looks at it he will think of the "folks he left behind him." This watch is moderate in price, small, light and wonderfully strong. It has an extra-heavy dial and hands. It is safe from loss and pickpockets—the best watch ever made for the fighter. In her war with Russia, Japan supplied thousands of her soldiers with Walthams. Give "him" one before he goes!

Sold by all leading jewelers

Waltham Watch Company
Canada Life Bldg., St. James Street, Montreal

WALTHAM'S "QUICK ACTION" COPY IN CANADA

as staple as flour. Cocoa is not a luxury, but a staple necessity of life, and, considered from the standpoint of its value as nourishment in concentrated form, pure cocoa at 50c a pound is a most economical food.

"The food value of cocoa and chocolate has been recognized for

prices to the retailer, and take this opportunity of also requesting the retailer to treat the customer, the consumer, with equal consideration.

The "Uncle Sam's" 5c and 10c cartons of macaroni, spaghetti, vermicelli, alphabets, and noodles (fine, medium and wide), before "war prices" were inaugurated on food products were on sale by every retail grocer in lower Michigan at the prices above designated. There is no reason for the price being advanced for at least one week, as ample supplies are available.

Unquestionably the rise in the price of staples is going to afford new advertising angles for specialties, at least for those manufacturers who are on the lookout for them. There is a chance for the makers of prepared foods of all kinds to advocate their use in place of high-priced meats, to state a very simple and obvious example. Following the spectacular rise in the price of sugar, and the limiting by many dealers of the quantity which they will deliver to a single customer, this ad appeared in the grocery trade-papers:

SELL KARO FOR PRESERVING

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority

Velvet Joe to the Rulers of Europe

NOBODY ever wins in a fight—
th' feller that's licked is a
long time gettin' the sore spots
healed—an' thar's one left inside
o' him that never heals.

Th' feller that thinks he won,
gin'rally has t' buy a new hat
an' suit, an' nobody sympathizes
with him for his black eye.

Ef you'd jist set down an'
smoke a few pipes o' **VELVET**
together an' talk it over man t'
man, instead o' army to army,
thar wouldn't be no fight.

Velvet Joe

HOMELY PHILOSOPHY TO FIT THE OCCASION

and convenience of Karo for preserving fruits, making jellies, marmalades,

jams, etc. It will pay you to follow up our suggestion and recommend this use of Karo (Crystal White), because your profit on Karo is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. Karo (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. Karo (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

In a double-page spread in the dry-goods papers, the Butterick Company clinches the argument for American styles:

THOMPSON'S FORCES MOBILIZED FOR WAR

(The Ideal Cakes from the North Bank of the Chisana River)

Thompson has declared war to the finish on the combined forces of the *Emperor of Hunger* and his ally the *Czar of High Prices*. He has ordered all the reserve pie batteries to the front and has ordered in three new French Tasty Brigades under command of Gen. Chocolate, Eclair, and German dragons, led by Lieutenant Colonel Applecake and Major Cherrycake, have already captured every town and city on their line of march.

Sixty-eight Pure Food Fortresses, fully equipped and manned, have been established at strategic points in the most important cities of the United States, and thirty more of the same type, with complete armaments of white ole and nutmeg, will soon be completed. *Cakes will be landed within a few weeks.*

When his entire chain of fortifications is completed, every human being, both soldiers and non-combatants, in all the important cities of the United States and Canada will be provided with the purest, cleanest and most wholesome articles of food in the world at low and reasonable prices. No matter what rask the High Price Barons attempt to make no disreputable, anyone who makes anything at all at a Thompson's can get the best on the land and at the lowest cost here, or the best prices for preserved before the last distribution of war was made.



Germans, French, English, Russians, Austrians—
everybody who is hungry and who
appreciates good food—
are invited to ask themselves of the preser-
vation of the Thompson's chain of forts.

Look for this Pure Food Fortress—

Thompson's

See Thompson's Pure Food Fortresses in all the important cities of the United States and Canada. They are the best and most wholesome articles of food in the world at low and reasonable prices. No matter what rask the High Price Barons attempt to make no disreputable, anyone who makes anything at all at a Thompson's can get the best on the land and at the lowest cost here, or the best prices for preserved before the last distribution of war was made.

THE WAR-INTEREST IS SUSTAINED THROUGHOUT

With Europe a huge armed camp, and disaster threatening many nations at war, Butterick, as the Fashion Authority of the World, has been asked what effect this war—however brief—will have on style for the coming season.

Butterick's answer is this:

There is no need for alarm in the present situation. As things stand in Europe, it can only at the worst, for a time, prevent the importation of a few trunks of expensive models.

The War can not in any big way interfere with the Fashion Situation in America.

Butterick, in common with all business houses having European associa-

tions the style tendencies of the day, stamps with the authority of its name *only accepted style successes.*

Hundreds of different models make their appearance each season in Paris, New York, Vienna and London.

Naturally, all these offerings can not be successes. About 90 per cent. are doomed to failure, even of these wonderful creations of the Big French Houses.

Butterick presents to the world the very cream of the successes among these successful designs. In selecting their Butterick styles, women know that they are being given their choice from successes only.

And so we find that just as Butterick went ahead and produced style-leaders for the world during the Franco-Prussian War of 1870—so to-day, 44 years later, Butterick is still busily employed maintaining its world-supremacy.

Similarly, the Quaker Lace Company, Philadelphia, is urging dealers to stock American laces:

Paris decided in favor of sheer laces before France declared war.

You will need laces. Where will you get them?

Not from abroad. Not only are fall deliveries interrupted, but spring planning has been stopped.

Yet fashion insists on lace.

Here in Philadelphia we are making beautiful laces that are authoritative in style. We have a good stock, having anticipated fashion's demand. We are prepared to replenish this stock as fast as possible.

There is a limit to our capacity. In earnestness and sincerity we advise immediate buying.

Of course, there is a large crop of ads in which the war connection is purely rhetorical. As good an example as the writer has been able to find is that of the Thompson restaurants (page 35), from a full page in Chicago daily papers. With regard to that piece of copy it should be noticed that the appeal is sustained throughout the entire text, which lends plausibility to the argument. The writer evidently appreciated the fact that it is not enough to display a headline referring to the

No War Prices on Goodyear Tires

All advances—due to doubled price of rubber—are withdrawn today on Goodyear Tires. This applies to dealers and consumers.

We have secured from abroad sufficient rubber at former prices to warrant this announcement.

Effective everywhere today. Goodyear prices are the same as they were before the war.

Which Will You Take? Tires Tires

At Extra Prices

Naturally, 10 million of tires are selling more than 50 per cent.

Some make them at half price.

Others make them at 75 per cent.

Others make them at 50 per cent.

Others make them at 25 per cent.

Others make them at 10 per cent.

Others make them at 5 per cent.

Others make them at 2 per cent.

Others make them at 1 per cent.

Others make them at 1/2 per cent.

Others make them at 1/4 per cent.

Others make them at 1/8 per cent.

Others make them at 1/16 per cent.

Others make them at 1/32 per cent.

Others make them at 1/64 per cent.

Others make them at 1/128 per cent.

Others make them at 1/256 per cent.

Others make them at 1/512 per cent.

Others make them at 1/1024 per cent.

Others make them at 1/2048 per cent.

Others make them at 1/4096 per cent.

Others make them at 1/8192 per cent.

Others make them at 1/16384 per cent.

Others make them at 1/32768 per cent.

Others make them at 1/65536 per cent.

Others make them at 1/131072 per cent.

Others make them at 1/262144 per cent.

Others make them at 1/524288 per cent.

Others make them at 1/1048576 per cent.

Others make them at 1/2097152 per cent.

Others make them at 1/4194304 per cent.

Others make them at 1/8388608 per cent.

Others make them at 1/16777216 per cent.

Others make them at 1/33554432 per cent.

Others make them at 1/67108864 per cent.

Others make them at 1/134217728 per cent.

Others make them at 1/268435456 per cent.

Others make them at 1/536870912 per cent.

Others make them at 1/1073741824 per cent.

With Extra Features

Some are good 40 per cent. better in wear than a 100.

Others are good 30 per cent. better in wear than a 100.

Others are good 20 per cent. better in wear than a 100.

Others are good 10 per cent. better in wear than a 100.

Others are good 5 per cent. better in wear than a 100.

Others are good 2 per cent. better in wear than a 100.

Others are good 1 per cent. better in wear than a 100.

Others are good 1/2 per cent. better in wear than a 100.

Others are good 1/4 per cent. better in wear than a 100.

Others are good 1/8 per cent. better in wear than a 100.

Others are good 1/16 per cent. better in wear than a 100.

Others are good 1/32 per cent. better in wear than a 100.

Others are good 1/64 per cent. better in wear than a 100.

Others are good 1/128 per cent. better in wear than a 100.

Others are good 1/256 per cent. better in wear than a 100.

Others are good 1/512 per cent. better in wear than a 100.

Others are good 1/1024 per cent. better in wear than a 100.

Others are good 1/2048 per cent. better in wear than a 100.

Others are good 1/4096 per cent. better in wear than a 100.

Others are good 1/8192 per cent. better in wear than a 100.

Others are good 1/16384 per cent. better in wear than a 100.

Others are good 1/32768 per cent. better in wear than a 100.

Others are good 1/65536 per cent. better in wear than a 100.

Others are good 1/131072 per cent. better in wear than a 100.

Others are good 1/262144 per cent. better in wear than a 100.

Others are good 1/524288 per cent. better in wear than a 100.

Others are good 1/1048576 per cent. better in wear than a 100.

Others are good 1/2097152 per cent. better in wear than a 100.

Others are good 1/4194304 per cent. better in wear than a 100.

Others are good 1/8388608 per cent. better in wear than a 100.

Others are good 1/16777216 per cent. better in wear than a 100.

Others are good 1/33554432 per cent. better in wear than a 100.

Others are good 1/67108864 per cent. better in wear than a 100.

Others are good 1/134217728 per cent. better in wear than a 100.

Others are good 1/268435456 per cent. better in wear than a 100.

Others are good 1/536870912 per cent. better in wear than a 100.

Others are good 1/1073741824 per cent. better in wear than a 100.

Others are good 1/2147483648 per cent. better in wear than a 100.

Others are good 1/4294967296 per cent. better in wear than a 100.



THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio
Any dealer can supply you Goodyear Tires. If the nearest one is not in stock he will telephone our Local Branch.

QUICK WORK, AND EFFECTIVE

tions, is feeling restrictions in its French, German and Austrian business. In England, Canada, Australia and the rest of the world conditions are absolutely normal; while in the United States, Butterick business to-day is the greatest in its history.

As this is being written, word comes that Premet and other great Paris houses are opening their doors for business.

Styles depend on no one condition or circumstance that can be upset by War in Europe.

Correct Fashions are not and can not be purely local or even National.

Style is and must be International.

Butterick, while presenting in the news columns of its various publica-



Faith at Waterloo

Napoleon hurled the flower of France against Wellington's solid squares of bristling steel. The Iron Duke re-formed his broken lines and awaited the next charge. Napoleon was pitiless; Wellington stolid. The former took a chance; the latter had faith in his Englishmen; faith in the Allies; and, above all, faith in Blücher.

These are the times that try the true advertiser; these are the times when faith in advertising is shaken to its foundation. Yet Wellington's squares held until Blücher arrived. Wellington had confidence; and confidence is over half the battle.

If you are advertising your products to the railway world, you should have faith, confidence and trust in the value of advertising. They won the battle of Waterloo, why not your market?

Simmons-Boardman Publishing Co.

NEW YORK

CHICAGO

CLEVELAND

We are members of the Audit Bureau of Circulations

Conservative Chicago

Many people think Chicago is a radical city—a city of new and untamed tendencies—a hot bed of political and commercial revolution.

In reality Chicago is one of the most conservative cities in America. There is less wild-cat financiering than in New York, less political upheaval than in Philadelphia. Business and politics move along saner lines than in most of its sister communities.

Chicago newspapers are an evidence of this—newspapers generally reflect the business and political ideas of their communities.

In Chicago the paper with the largest circulation is not sensational. It is a quiet, conservative, reliable newspaper with a reputation for accuracy and honesty that extends beyond its own city. This paper—The Chicago Daily News—has built up its enormous circulation of over 350,000 copies daily, because it is conservative and sincere, because it reflects the spirit of Chicago.

The Daily News is the best evidence of the wonderful market Chicago offers the conservative and honest manufacturer. And there is no better means of reaching this market than through The Daily News.

The Chicago Daily News

Over 350,000 Daily

war interest, and then jump boldly into the discussion of an entirely unrelated subject. The reader is quick to recognize mere trickery in such copy, and there is likely to be an undercurrent of resentment against the advertiser who has tried to fool him with a bogus promise of something interesting.

One example is enough of the kind of copy last named. Under a portrait of the Kaiser, the following headline is displayed: "Leadership Means Distinctive Individuality. Blank Welcomes the Opportunity of Appearing in Such Company." Then follows a list of claims regarding the product, which has no more to do with the Kaiser or the war than the present writer has with the Russian Baltic fleet. The reader who expects to find something interesting about the German Emperor can hardly fail to comprehend that he has been buncoed.

In a previous article an advertisement was mentioned which featured the purchase of Mitchell automobiles by the Russian War Office. The copy is reproduced on page 33, as an example of the quick agency work referred to above.

Special mention should be made of the Canadian copy of the Walham Watch Company, which is on page 34. The opportunity to get quick action for a particular product seems to have been seized promptly and effectively. It would be interesting to know what the results were in immediate sales, if it were possible to secure them.

Manhattan Markets a Union Suit

The Manhattan Shirt Company, New York, is using page space in trade journals to announce a new closed-crotch union suit and shirt-suit which will be marketed under the name "Slide-Back."

Paraphrasing popular advertising slogans is frequently resorted to. The Royal Tailors are featuring this in their trade advertisements: "Have you a Royal Tailor corner in your store?"

The Westmoreland Candy Company, Inc., Richmond, Va., is now packing the United coupon with its goods.

E. D. Gibbs With Sackett & Wilhelms

E. D. Gibbs, who recently terminated a connection of five years as sales manager of the Ketterlinus Litho Mfg. Company, of Philadelphia, has been appointed general sales manager of the Sackett & Wilhelms Company, lithographers and printers, Brooklyn.

Mr. Gibbs was for ten years advertising manager and trainer of salesmen for the National Cash Register Company, Dayton, O. He was president of the Sphinx Club, of New York, during the 1913-14 season and is a former president of the Associated Advertising Clubs. Mr. Gibbs has contributed articles on salesmanship to **PRINTERS' INK**.

Victor Leonard Resigns From Milling Company

Victor Leonard, who for some time has been advertising adviser of the Standard Milling Company (Hecker's Flour, etc.), New York, has resigned that connection.

Mr. Leonard will give all of his time to Chapin & O'Donnell, a recently formed advertising business in New York.

K. E. Burdett succeeds Mr. Leonard in the Standard Milling Company's organization.

Baltimore Ad Club's Export Bureau

The Advertising Club of Baltimore has organized an export trade bureau to assist in booming Baltimore in the Latin-American republics which is an endorsement of the plan of Mayor Preston to establish trade relations between Baltimore and South America.

The bureau will be in charge of a committee consisting of Alfred I. Hart, chairman; Edward J. Shay and A. H. Hecht.

Lee Appointed Kellogg Sales Manager

Charles T. Lee, for fifteen years sales manager for Libby, McNeill & Libby, Chicago, on September 1 becomes sales manager for the Kellogg Toasted Corn Flakes Company, Battle Creek, Mich.

Edward G. McDougall succeeds Mr. Lee as sales manager and Otto C. Mosley becomes manager of the Libby, McNeill & Libby advertising department.

Rader Joins Calumet Baking Powder

A. F. Rader has succeeded Mr. Keene as advertising manager of the Calumet Baking Powder Company, Chicago. Mr. Rader was formerly sales and advertising manager for the Peck-Williamson Heating and Ventilating Company, Cincinnati.

Favorable Situation in the South

THE NEW ORLEANS ITEM
NEW ORLEANS, AUG. 17, 1914.

Editor of PRINTERS' INK:

It is a peculiar thing that with the removal of the tariff on sugar, and the reduction of the tariff on rice, the section of our country which seemed most unfortunate will be the richest section in Louisiana and probably the richest in the entire Union. These people went on and planted rice and sugar anyhow. For five or six years we have had the boll weevil in this State and in Mississippi, with the result that our people have been forced largely into raising corn. Our corn crop was negligible a few years ago. One of the results of the boll weevil in this section was that financial institutions had to practically stop making advances to cotton planters, and cotton was put on a cash basis. This is the first year in many that we have had a good cotton crop in this section, and owing to the necessity of going on a cash basis, practically every one in Louisiana and Mississippi is able to carry his surplus of cotton, and over.

A few weeks ago one of our great sugar planters, who had met depressing conditions in recent years and was looking forward to low prices this year, said that only a miracle could save him. The war broke out, and the miracle occurred which is to save him. He will pay off three years' debts in one, and will face a prospect of high prices for sugar another year.

Of course the shock of war to business has been terrific. The economic and trade changes which have come about overnight will require years for us all to digest and thoroughly understand. In New Orleans we are naturally looking to Central and South America with a view to availing ourselves of the trade opportunity opened there.

It occurred to me that it would interest the readers of PRINTERS' INK to know how this section of the South is prospectively affected. New York and New Orleans are the natural gateways to South American trade. If sugar prices remain as they are now, the island of Cuba will probably be the richest spot on the face of the globe this Fall; that is, it will have more surplus cash available for the purchase of manufactured goods, for investment and for luxuries than any other place of its size and population in the world.

Next to this will be the sugar district of Louisiana, which lies immediately adjacent to New Orleans.

It seems to me that it would be a good thing for PRINTERS' INK to bring out conspicuously, not only the trade opportunities that have opened up, but the bright spots that are created on the map by the unprecedented occurrence of an international war.

JAMES M. THOMSON,
Publisher.

War in Europe has added forty-eight million dollars to the value of FOUR staple farm products in Louisiana and Mississippi, for the year 1914! Here are the figures:

LOUISIANA

	GAIR
Sugar, prospect of 200,000 tons—	
Worth before war.....\$14,300,000	
Worth current market.. 28,600,000	\$14,300,000
Molasses, prospect 400,000 bbls.—	
Worth before war..... 3,500,000	
Worth now 6,000,000	2,500,000
Rice, prospect of 11,200,000 bushels—	
Worth before war..... 8,480,000	
Worth now 12,500,000	4,020,000
Corn, prospect of 36,300,000 bushels—	
Worth before war..... 29,004,000	
Worth now 32,670,000	3,666,000
Oats, prospect 1,100,000 bushels—	
Worth before war..... 363,000	
Worth now 429,000	66,000
Live stock, milch cows, cattle, sheep and hogs, by government figures and current values—	
Worth before war..... 65,300,000	
Worth now 72,600,000	7,300,000
Gains by the war.....	\$31,852,000

MISSISSIPPI

Corn, prospect of 70,000,000 bushels—	
Worth before war.....\$56,000,000	
Worth now 63,000,000	\$7,000,000
Oats, prospect of 3,000,000 bushels—	
Worth before war..... 325,000	
Worth now 975,000	150,000
Live stock, milch cows, cattle, sheep and hogs, by government figures and current quotations—	
Worth before war..... 82,751,200	
Worth now 91,879,200	9,128,000

Total of the gift of war to Louisiana and Mississippi.....\$48,130,000

Chain Store's Copy Plan

The Quaker Maid chain of groceries in Louisville, Ky., is using two-column ads in the local newspapers in the form of "Store News." The space is made up in editorial style, with a "lead" discussing some general topic, followed by individual bargain offerings. Recipes are also included in the space. The chain is now operating eighteen stores, and plans to increase the number to seventy-five.

Jewett & Sherman Company, Milwaukee, Wis., is using the newspapers to advertise its brand of Gold Bond Coffee.

THE WORLD'S BALANCE WHEEL

WE VENTURE TO EXPRESS OURSELVES THIS WEEK NOT AS MAGAZINE PEOPLE BUT AS AMERICAN CITIZENS.

IF THE NATIONS TOGETHER BE THOUGHT OF AS AN INTERLOCKING MECHANISM, INDUSTRIAL AND POLITICAL, THEN THE UNITED STATES AT THIS JUNCTURE IS THE WORLD'S BALANCE WHEEL. THE REST OF THE ENGINE IS OUT OF TRUE, IT IS RACING, THE GEARS OVERRUN, THE GOVERNOR IS OFF. THIS COUNTRY MUST STABILIZE HUMAN SOCIETY FOR A WHILE.

SO FAR WE HAVE BEEN STEADY. WE AVERTED A PANIC BY A FEW DAYS' PERFECT WORK. THE NEXT STEP IS TO RESTORE OCEAN COMMERCE, AND CONGRESS HAS WROUGHT WELL TO THAT END. THE NEXT IS TO AVOID EVEN THE BEGINNINGS OF A WARLIKE SPIRIT, FOR BLOOD-MADNESS IS IN THE AIR. THE PRESIDENT HAS ISSUED A MESSAGE TO HIS COUNTRYMEN URGING CALM. HE SEES FAR FROM HIS WATCH TOWER, AND DOES NOT SPEAK WITHOUT GRAVE REASON.

WE HAVE NEARLY GIVEN THE LAST AND FINAL PROOF THAT A REPUBLIC IS THE STABLEST OF GOVERNMENTS. THE SHADES OF WASHINGTON, JEFFERSON AND LINCOLN MUST REJOICE AS THEY WATCH US. ONE MORE DUTY REMAINS TO US—TO KEEP ONE SANE, WHOLESOME SPOT ON THE PLANET WHERE CIVILIZATION MAY BIDE UNTIL BOTH HEMISPHERES ARE AGAIN HER HOME.

TODAY'S MAGAZINE FOR WOMEN

Increases in advertising
under normal conditions
are to be expected

But

These are "war" times and
despite that fact The
Ladies' World is steadily
forging ahead

September 1913 - - 10,553 Lines	September 1914 - - 11,792 Lines
October 1913 - - 14,573 Lines	October 1914 - - 16,741 Lines
September Gain 11%	October Gain 16%

This is just an evidence
of the confidence of ad-
vertisers in the fast grow-
ing value of The Ladies'
World Guaranteed
Million Circulation.

THE LADIES' WORLD. New York

Using a Specialty to Sell the Line

A Selective Sampling Plan Which Is Said to More Than Pay for Itself—How the Prospective Purchasers the Company Wants Are Reached by Means of the "Autowline"

SAMPLING plans which not only create a market for the product, but put money in the advertiser's pocket as well, are not every-day occurrences, so the plan being used by Broderick & Bascom Rope Company, of St. Louis, to demonstrate its wire rope to big wire rope buyers and making the buyer foot the bill ought to be suggestive as well as interesting.

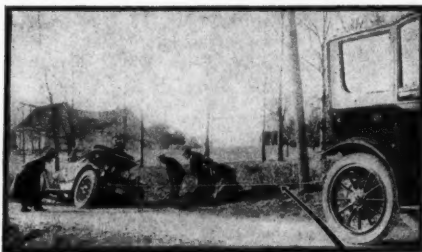
For many years the Broderick & Bascom Rope Company has been building a reputation through advertising, and pushing its "Yellow Strand" rope. "Yellow Strand" rope is identified by one yellow strand of wire, and is sold largely to big contractors, mine operators, lumber men, and others who have to do with giant enterprises. Through a policy of steady pushing, the brand had obtained good volume, but competition in the wire-rope business is keen; several big concerns have pioneered the field and acquired enviable reputations for making a dependable rope, and rope buyers are little inclined to change from a rope which has been giving good satisfaction to an untried one.

The company was quick to see that to make the necessary headway in selling

this class of trade, some means must be found for getting these big rope buyers by themselves and convincing them once and for all that "Yellow Strand" rope was what they wanted. But how to do this was the problem.

It appears that about this time the company began to put its "Basline Autowline" on the market. This was a short length of rope, fitted with patent hooks and a manila sling for use by autoists in towing home disabled cars, pulling others out of ditches, or occasionally having others pull them out, and similar purposes. As it was desirable to keep the cost down so as to net as much as possible on a close selling price, it was made from a less costly rope than "Yellow Strand," but it served its purpose quite well.

This rope had not been on the market long before someone con-



Autowline on the Job

THIS actually happened recently near St. Louis, Mo. The roadster ran into the ditch, just off the famously good "Clayton Road."

A Good Samaritan came along in his Limousine. He had a Basline Autowline under his driver's seat, ready for just such an emergency. In a few minutes the roadster was back on the road—its owner was saved a long wait, as well as a bill for a team of mules. It is needless to add that he bought an Autowline the next day.

Basline Autowline

"The Little Steel Rope With The Big Pull"

You need it in winter driving as well as in summer touring. You never know when or where you may get into road trouble. This safe, sure steel line is 25 feet of famous "Yellow Strand" wire rope. It weighs only 455 pounds, but it can pull a 4,000-pound car up a 30% grade. It takes up no room. You don't know it's in your car until you need it—then it always does its work. It is attached instantly by snaffle hooks. Two manila slings keep it from marring or scratching the paint.

Why buy so many other accessories and then overlook this absolute security that costs so little but keeps you safety and peace of mind? Get Autowline now from your accessory dealer.

FREE Write today for the facts in this limited edition circular.

Broderick & Bascom Rope Co.

Manufacturers of "Yellow Strand" Wire Rope
818 North 34 Street
St. Louis, Mo.

New York Office
100 West 34 Street
New York City



HOW AUTOWLINE, WHICH IS REALLY A ROPE SAMPLE, IS FEATURED

ceived the idea of turning the "Autowline" into a sampling proposition for "Yellow Strand" rope, by making "Autowline" of "Yellow Strand" stock.

"The men we are so anxious to reach," it was argued, "all have cars. If we concentrate our advertising in a list of publications read by the better class of auto owners, we are pretty sure of reaching them with our advertising, and having once persuaded them to put an 'Autowline' in the car, all we have to do is to wait for something to happen, and the owner will quite unconsciously demonstrate to his own satisfaction just what kind of a rope 'Yellow Strand' is. Having him once convinced on this point, it will only be a matter of time before he insists that his foremen or purchasing agent specify 'Yellow Strand,' and we have made a sale on the strength of advertising which he pays for, and he pays us besides for the trouble of bringing our rope to his attention."

So the rope in the "Autowline" was changed to "Yellow Strand" and the advertising efforts redoubled. In the new copy a line or two was incorporated explaining that the "Autowline" was made from "Yellow Strand" rope, and a slogan adopted, "The Little Steel Rope with the Big Pull."

"It would be impossible to tell you to what extent this policy has been successful," writes the Chapelow agency, which is handling the advertising, "but we do know that the company can hardly keep up with orders, and we know that these 'Autowlines' are being sold to the best class of motorists all over the country. When these customers see 'Yellow Strand' wire rope worked up into an automobile tow line, they meet an old friend, or when they buy one and see what a good wire it is, it is an added factor in inducing them to specify 'Yellow Strand' for their regular requirements."

To reach this better class of motorists the Broderick & Bascom list includes *Motor Age*, *Automobile*, *Collier's*, *Life*, *Saturday Evening Post*, and several other publications.

Post Office in Market for Supplies

BBROADENED opportunities for selling goods for use in the conduct of the United States postal system are likely to be opened to manufacturers as the result of the establishment in the Post Office Department of a new bureau to be known as the Division of Equipment. This new institution does not in its jurisdiction entirely supplant the old Division of Supplies, although it will usurp some of its functions, but rather does it undertake the securance of an improved and extended line of equipment for the use of the greatest business enterprise in the country.

It is in this aspect that the recent action of the Postmaster-General in creating this new bureau possesses, probably, its greatest significance for advertisers. The Division of Equipment is charged not merely with the duty of drawing specifications for and testing what may be termed regulation equipment, but also with the performance or direction of research work that will have as its object the invention or production of improved apparatus adapted to the needs of the postal service. This means that the new bureau has authority to conduct experimental and investigative operations in workshops which it will maintain, or to encourage private manufacturers to carry on such work with the object of devising and supplying to the Government new equipment which may be deemed necessary. The need of some such policy and of machinery for carrying it out was keenly felt at the time of the inauguration of the parcel post, when the Government suddenly came into the market for vast quantities of scales, hampers, etc., with no preconceived ideas as to just what was wanted, but with a disinclination to accept the ordinary commercial models.

MANY PRODUCTS CLASSED AS
"EQUIPMENT"

A primary consideration in the creation of this new purchasing

THE ASSOCIATED
SUNDAY
MAGAZINES

will establish
a new high
standard of
magazine ef-
fectiveness
this fall from an editorial view-
point and as an advertising me-
dium.

With the high-priced Sherlock Holmes serial beginning September 20th, and a fine schedule of contents week after week, the Associated will be "the best buy" in the field.

The circulation departments of our thirteen newspapers will do some real advertising of this big literary hero, the biggest in the world of fiction.

Circulation 1,400,000+, and plus the extra circulation that will be added when Sherlock Holmes "comes back" to solve a great mystery.

ASSOCIATED SUNDAY MAGAZINES
INCORPORATED

1 Madison Avenue, New York

Herald Building, Chicago

*\$2,500 a page or \$4 an agate line

While Europe Fights America Feeds

The ten states of the grain belt, covered by Pierce's Farm Weeklies, are confronted by the greatest opportunity in history. Their crops this year are the largest ever raised. Their market is world-wide.

While Europe is engaged in the death struggle, while crops go unharvested or trampled underfoot by armies, while want and hunger stalk across an entire continent, agricultural America goes serenely about its task of feeding not only Europe, but all the world.

Already the waves of the flood of American grains and live stock are beating on foreign shores. Congress is providing the necessary ships, the American farmer is shipping his produce, prices are soaring, the war is proving an immense opportunity which the grain belt is seizing with determination and enthusiasm.

YOUR opportunity is just as great. Reach the farmers in the fertile, prosperous grain belt, where an ELEVEN BILLION DOLLAR CROP is already being harvested, where the people have plenty of money, where a ready and a steady market is provided for all the necessities and most of the luxuries of life.

In no other way can this immensely rich and prosperous section of the United States be more thoroughly and systematically covered than by

Pierce's Farm Weeklies

The Iowa Homestead
Circulation 140,000
Des Moines, Iowa.

Farmer and Stockman
Circulation 100,000
Kansas City, Mo.

The Wisconsin Farmer
Circulation 80,000
Madison, Wis.

agency, if it may be so designated, is the improvement and extension of the mechanical devices now in use in handling the mails. To that end it has been specified that the word "equipment," as used in this connection, shall include canceling machines and motors, adding machines, typewriters, addressing machines, envelope-opening machines, bailing machines, duplicating machines, perforating machines, copying presses, multi-graphs, protectograph check-writing machines, pencil-sharpeners, letter balances and the various belt and trolley conveyors which are being employed to an ever-increasing extent in all important post offices for the transfer and distribution of mail.

But for all that the Post Office Department is so keen for improved mechanical devices—as evidenced, for example, by its recent energetic quest for tying devices that obviate the necessity for the use of twine—it must not be supposed that the new Division of Equipment is to restrict its shopping operations within these limitations. Parcel-post hampers and scales, which were mentioned above, are prominent in the list of commodities that are to be given consideration in this new research bureau and so are all vehicles, including motor-cars, motorcycles and motor-trucks, for which the Post Office Department is now coming into the market as a heavy buyer, provided its requirements can be met. Mail-pouches and sacks, mail locks, keys and chains and letter and package boxes are a few of the other items on the new division's list which will serve to suggest not only the diversity but also the magnitude of the purchases involved, for these are all classes of goods which Uncle Sam uses in quantity.

The effect of the order creating the Division of Equipment will be to make it incumbent upon manufacturers to consult with the officers of this new institution as to the style and character of new equipment to be furnished, rather than to depend upon the suggestions of subordinates in the department. This ought to work

an improvement for firms selling to the Post Office Department by providing a clearing-house for ideas the verdict of which upon any suggestion or offering of goods should be authoritative. In short, sell the Division of Equipment and you sell the department, which means the whole postal establishment.

Experienced Publisher Believes Conditions Sound

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

CAMDEN, ME., Aug. 14, 1914.

Editor of PRINTERS' INK:

A letter from you was addressed to our Mr. Walsh, which in turn has been forwarded to me.

I do not see anything in the present situation to cause any alarm, and while we must suffer more or less indirectly from the results of the war in Europe, the manufacturers of this country now have an opportunity which they have never had before, and there is no good reason, so far as I can see, why they shouldn't take advantage of it.

The plans of the Curtis Publishing Company for the coming autumn and winter will be pushed forward as vigorously as though there were no war in sight. The splendid crops will do much to restore prosperity, and while we are temporarily hampered in shipping our food stuffs abroad, I think there is no question but what a way will be found to market our products. The financial situation is in good shape, and I find that while on the outbreak of hostilities in Europe many advertisers thought it necessary to curtail their expenditures for fear of a financial disturbance, the reports that have come to me the past week show that this fear has been dissipated and that the banks will be in a position to take care of all their regular customers without inconvenience. Considerable advertising that was canceled has been re-instated, and only those that for purely legitimate reasons, owing to market disturbances in products that come from abroad, have had to let their cancellations stand.


CYRUS H. K. CURTIS.

Gossard's Fall Advertising

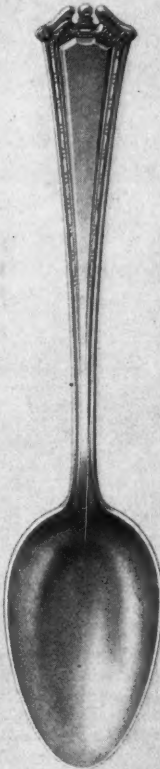
The H. W. Gossard Company, of Chicago, is using pages in trade papers to impress on dealers the importance of the national advertising to be done on behalf of the Gossard Style Exhibition to be held in September.

It is announced that every Gossard dealer in this country will conduct an exhibition of the new styles in corsets and that in each store expert corsetiers will be in attendance.

The national advertising which dealers are now being urged to link their stores to will appear in the *Ladies' Home Journal*, *Pictorial Review*, *Harpers' Bazar*, *Vanity Fair*, *Vogue*.



The
**Continental
Pattern**



1847 ROGERS BROS.
"Silver Plate
that Wears"

THE gran
adve isin
efficiently the C
you entrust is th
Solicitor.

In other wo, ou
cial Solicitor so hi

Such a system your
good.

Any Of Solie
information concerni
charge of ation o
trial camp in som
Advertisi chance
business.

POSTER AVER
1620 Steg dg.

Associated Billposters Protec
A. M. Briggs Co.....
Ivan B. Nordhem Co.....
The A. de Montluzin Advertis
Poster Selling Co.....
Geo. Enos Throop, Inc.....
Wall's National Poster Serv
C. R. Atchison.....

E guarantee that your poster
 advertising will be handled
 by the Official Solicitors to whom
 trust is the fact that he is an Official

our requirements of the Offi-
 tor so high that they are your safeguard.

your advertising every chance to make

Official Solicitor will give you complete
 information concerning the cost of a campaign without
 obligation of any kind. Get an estimate on a
 campaign in some one territory, and give Poster
 advertising a chance to demonstrate its value to your
 business.

POSTER ADVERTISING ASSOCIATION

Stegadg.

Chicago, Ill.

Official Solicitors

Protect	110 West 40th Street, New York City
Peoples Gas Building, Chicago, Ill.	
Bessemer Building, Pittsburgh, Pa.	
1132 Union Trust Building, Cincinnati, O.	
1015 Fullerton Building, St. Louis, Mo.	
8th Floor, Tower Building, Chicago, Ill.	
Fifth Avenue Building, New York City.	
Atlanta, Ga.	

Boston's Advantages—

The Student Body

The Young Man The Young Woman

ONE of Boston's advantages to the national advertiser is its pre-eminence as the home of the largest student body in the United States. The students' buying habits hold for years after leaving their Alma Mater and scattering to every State in the Union.

There is an article the sale of which was confined to a few colleges. The article had merit. The students proved loyal buyers after leaving college. To-day it is the largest selling article of its kind on the market. Name will be given on request.

Take advantage of the buying impulse of the Fall months. Use the Donnelly Poster Boards. We plan and work with you to sell your goods.

**7,000,000 in New England
and Boston is the Center**

John Donnelly & Sons
BOSTON

Homily of Atlanta Manufacturers to Consumers

The manufacturers of the Barrett Range, Aragon Shirts, Uno Coffee, Red Seal Shoes, Joseph Rogers Bread, Block Candles and Montag Box Papers, all located in Atlanta, Ga., at the outbreak of the European war signed a message to the public under the heading of "The Market Value of Sitting Steady." Then followed this interesting talk to the people of the South:

"News columns, editorials, corner groceries and cabinet councils have been full of market talk the last couple of weeks. War and the financial situation have been the whole conversation.

"Reams of advice have been printed—wise and otherwise.

"Uncounted plugs have been chewed while hickory-shirted strategists worked out the whole matter to their own satisfaction.

"While they whittled unlimited sticks, the ages of the cross-roads have been saving the country and doping out the things that ought to be done.

"The men highest up have been devoting gray matter and experience and keen attention to the problems confronting buyer and seller.

"Out of the maze of all that has been said and done emerge very clearly these main points:

"Don't Get Panicky. Just be Calm. Sit Steady. Tend Your Business. Soon Be Sun-Up.

"Now, folks, you are reading an advertisement—not a bunch of theories or an essay on economics.

"But just here we want to call your attention to the market value of sitting steady and keeping close to home in the buying of your goods.

"We of the United States have the best and most stable Government on earth.

"And glory be—it's a Government that is attending to all sections of the country!

"It is looking out for us down here in the South with our cotton and it's going to pull and scotch for us just as heartily and as steadily and as successfully as heart could wish.

"All it asks, and all common sense suggests, is that we just keep cool and be getting ready for the bigger, better business that is bound to come!

"But mark you, sitting steady doesn't mean sitting listless and hopeless and limp.

"It means attention to business and firmly set jaw.

"It means attention to business and redoubled zeal in meeting the present wants of your trade.

"You may have to buy smaller. But it is a great time to try out the value of the close-to-home market."

Another Dance Product

"Fastep" is the name of a foot powder which is being advertised during the dance craze. It is manufactured by E. Fongera & Co., New York. Free samples are being distributed through the druggist.

"Company Stores" and Branded Lines

Cavanaugh C. Jackson, commissary manager of the Graysonia-Nashville Lumber Company, of Graysonia, Ark., who was the retiring president of the National Commissary Managers' Association, which had its annual convention in Louisville recently, said that nationally advertised goods have a prominent place in the commissaries of the country.

"It would surprise many advertisers," he said, "to know what a large percentage of the employees of big saw-mill and coal companies take magazines and other periodicals. They become familiar with branded goods, and ask for them. Many of the men employed by our company own their own homes, and are well able to buy what they want. The company store, like that of other merchants, stocks the goods which are in best demand.

"The main point about our lines, however, is that they must have quality. We find that the goods with merit, whether advertised or not, are the ones which we get the biggest demand for."

Fighting the Cause of the Horse

The United States Horse Shoe Company has published the following announcement in the trade papers in its field:

"For the purpose of advertising our brand of horse and mule shoes, and to assist in promoting the supremacy of the horse in sport and industry, we have adopted the plan of maintaining a stable of race horses, which we will enter and race at the various fairs and race meetings throughout the country during the season of 1914. Our stable will be transported in our own private cars and will be in charge of our racing manager, Mr. W. C. Hull. In conducting this aggressive campaign to promote a better appreciation of the present-day worth of the horse, the breeding of more and better horses and a greater market for horse shoes and other horse appurtenances, we believe we will receive the unanimous support of the horseshoeing fraternity."

Lorillard Particular as to Trade Name

An interesting story, illustrative of the care exercised in the tobacco trade to arrive at a suitable, or to eliminate an unsuitable, name for a brand, was recently related in the *United States Tobacco Journal*. The S. Anargyros branch of the P. Lorillard Company, it was stated, introduced, or tentatively offered, a new brand of cigarettes christened "King Constantine XII." Consideration of this name by officers of the company revealed the fact that it was too long to be convenient on the tongue of the trade and the consumer, so it was announced that placement of the goods would be withheld temporarily until the brand could be re-christened suitably.

Advertisers Point Out Opportunity

(Continued from page 12)

alone will affect the price of all tannages accomplished in the United States.

This country is also dependent to a great extent upon the kid and goat skins imported from France and the calf skins from Russia.

It is reported that an embargo has been placed by these countries on the exportation of these articles; thus a false condition will arise relative to shoe prices which will put the American manufacturer in a rather peculiar position when it comes especially to soliciting the trade of our neighbors in Central and South America. To interest them they would have to be approached with merchandise not far in excess of what they have been in the habit of paying.

We are not doing anything of a special interest to further South American trade, although we are keeping up former efforts in order not to drop from the ranks.

Foreign trade with South American trade has been good and continues in the same condition. Of course the business of Mexico has, during the past two years, been absolutely demoralized, but we hope for a great strengthening from this market as the Mexican people are badly in need of merchandise in our line.

We do not expect to use any additional advertising mediums in seeking new markets at the present time, but, as above stated, will simply continue our past efforts.

More Effort to Get Home Trade

By H. J. Winn

President, Taylor Instrument Companies, Rochester, N. Y.

THE war in Europe must of necessity affect the whole world, as with modern transportation and means of communication the business life of each country is closely tied to that of all other countries.

There are few businesses that do not get some supplies from abroad, and there are many busi-

nesses where the cutting off of certain supplies will mean practically the closing of their plants.

It would seem that matters in the United States must be upset for some little time, but in the end I feel that we will have a business such as never before experienced.

We naturally will work harder for domestic demand, and have already looked for new markets by distributing throughout South America catalogues printed in both Spanish and Portuguese.

It is a time when we must develop by producing at home what we have heretofore depended on Europe for, and it would seem that in time this development will somewhat offset the loss of our export business.

To Work Harder for Domestic Demand

By F. B. Kilmer

Of Johnson & Johnson (Red Cross Surgical and Chemical Brands), New Brunswick, N. J.

THE problems arising out of the war in Europe have arisen so suddenly and are of such an unusual nature that it is quite difficult for manufacturers like Johnson & Johnson to say what they can do, or what they will do.

In the first place, in common with all manufacturers in our line, we are confronted with the problem of the cutting off of certain supplies of raw material formerly obtained from the countries now engaged in the war. Another quite serious problem to be met is to find what changes in the manufacture will be necessary and how extensive such changes will need to be. We are also confronted with the problem that certain sections of our own country will be materially affected adversely, and other sections will be materially benefited. Irrespective of the trade which we may have had in the countries immediately involved in the war, it amounts to a revolution in the domestic trade. Thus for our part, we are not prepared to say exactly what we will be able to do. We shall,

of course, whenever opportunity offers campaign harder for a domestic demand with the hope of keeping our trade volume, and this, I presume, will be the course of every manufacturer who looks the problem square in the face.

The Question of Foreign Credits

By H. S. Dudley

Of the Atlas Portland Cement Company,
New York

THE cement industry has not for years received any serious competition from abroad because of the high ratio of carriage and handling charges to the cost of our product. We, therefore, have nothing to gain from this standpoint by a harder campaign at this time for domestic consumption.

The war has considerably opened up the South American market for our product, but in order to accept such business, it is likely that we would have to extend credits to a point not deemed

prudent by us, and it is highly unlikely that a very great increase will be shown in cement produced in this country going to South Americans, unless they are more ready to coincide with moderate terms instead of the extremely long credits to which the field is accustomed.

This does not apply to the cement business exclusively. It applies, we believe, to many lines where the margin of net profit is small. Manufacturers will refuse to bid for, as well as sell to, South American trade under these conditions. Only where margins justify long terms will there be, in my opinion, any considerable expansion of our trade with South America.

Owing to the difficulty which must for a short time at least surround the movement of gold, it must be apparent to the thoughtful that a considerable extension of credit by American sources must result for a time at least. In rushing to secure the trade which must naturally be diverted in a larger measure to us, it seems im-

"Selling poster advertising is the same
as selling anything else. It is not a
sale unless all concerned are satisfied."

ALL OUR CUSTOMERS ARE SATISFIED

AMERICAN POSTING SERVICE

B. W. ROBBINS, President

CHICAGO

ILL.

portant that American producers and financial interests generally should appreciate the necessity of a very thorough study of this factor, while at the same time extending every credit facility justified by the desire to be of assistance to those countries which must now have our food stuffs and merchandise.

We cannot in addition well forget that while a distinct stimulation for some months or years in our favor will unquestionably occur, the removal of so many million men on the continent from productive industry and the unnatural consumption or perhaps better, destruction, of so much capital during the war cannot but react unfavorably on the entire world, ourselves included. It is the writer's personal belief that our country will unquestionably be greatly strengthened at the conclusion of this trouble as a world factor in production and finances. But, we must remember, I believe, in this connection that caution is certainly as admirable a trait as over-extension, and be careful to retain our balance. On this subject, I think that the opinions of merchandising and advertising men are only of value when compared with the opinions of those authoritative financially, such as Mr. Warburg and Mr. Schiff.

This, you understand, is not to be construed as an interpretation of our company on this subject or the consensus of opinion of our administrative officials, but purely the writer's personal view-point on the matter.

Outlets Within Our Own Borders

By J. T. Wilson

Of Flint & Walling Mfg. Company
(Windmills, Tanks, Pumps, etc.),
Kendallville, Ind.

THE war does not affect the competition on our line in those countries outside the war zone at all. European manufacturers have not produced anything in the line of windmills and pumps that has been seriously considered by the farmers in the new and

growing countries of South America, South Africa, Australia and New Zealand.

We have, however, been handicapped because of the financial connections, and if any new and better sales opportunities are opened on account of the present struggle, it will be through the establishment of new trade routes, new money exchanges and a spirit of sympathy for those pioneering new fields. Development, not exploitation, must be the motive.

As for our domestic business, these are not times for one to sleep. Conditions unlike any we have known before must now be met. Until the first wave of excitement shall have subsided and the events of the past few weeks assume their correct proportion, we shall be cautious.

It is, however, no time for pessimism and inactivity. Within our own borders are outlets for our products which until the present we have barely opened. These will be developed to the best of our ability.

The effects of the war will not be wholly bad if it only serves to awake the American people to their opportunities and responsibilities.

New Spirit of Investigation Will Help

By Robert E. Miller

Of the Hamilton Watch Company, Lancaster, Pa.

YOUR favor of the 13th has been received, and just handed me on my return from Europe.

There is no doubt but what the situation in Europe—deplorable as it is from every standpoint—will have a tendency to react favorably commercially to America. I feel that American manufacturers at this time have a lesson brought home to them that has been preached to them for years, and more particularly in the last few years, by those who have faith in the doctrine of a world market being far more valuable than only a home market.

Germany has, without doubt, led us in initiative and ability to develop an export trade, and it has

Substantial Appreciation

Favorable comment is heard on all sides about the manner in which The New York Evening Post presents the European War situation to its Readers. The Evening Post is not endowed with any supernatural or superior facilities so far as telegraphs or cables are concerned, but a stand for truth and accuracy has made The Evening Post war news a synonym for reliability.

The best evidence of the appreciation of The Evening Post by the reading public is the increase in circulation, since the war started, of over 50%. This is a tribute to the highest-price afternoon newspaper of general circulation in America. The informed man does not measure the difference between a penny and three cents when it comes to measuring accuracy.

Countless thousands of newspaper readers have asked themselves,—"How can I put my faith in the war news I read in many newspapers?" Rumor after rumor is accepted as fact by some newspapers and so-called "buncombe" extras are foisted upon the public, eager to get the news.

Newspaper readers, weary from the struggle of separating the wheat from the chaff in war news are in the position of the reader who aptly expressed himself when he said, "I was compelled to read the so-called war news and then to 'unread' it again, in order to have a fair knowledge of the day's happenings, until I put my faith in The Evening Post."

One hundred years ago, during the second war with England and at the conclusion of the Napoleonic wars, The Evening Post printed reliable war news with a steadfast determination to keep within the bounds of dependability as shown by the notice printed on August 6th, 1814:

"Yesterday a report got into circulation (and obtained some credit) that the enemy's fleet had been descried descending the bay in great

numbers. We have traced the report and believe it has no foundation."

A century later, almost to the day, during the present great world struggle there appeared the following editorial in The New York Evening Post:

"So far as the press of this country is concerned it faces its most difficult undertaking. The Evening Post will spare no effort to separate the wheat from the chaff, and to give its readers as trustworthy news as can be obtained. A specially organized section of its staff will subject all news to most rigid editing and to as intelligent explanation as possible. Whenever the news warrants, extras will be issued."

Don't waste your time reading manufactured war news. Get The New York Evening Post for 3c daily and 5c Saturday (including magazine) and you get your money's worth and more besides—a lasting satisfaction.

The unprecedented growth of The Evening Post has made this newspaper reach a greater number of people than ever before in its 118 years of history, and its readers from day to day get the cumulative result of over 100 years of effort to produce the most dependable journal in America.

The story of "The World War from Day to Day," carefully edited, will be a daily feature—invaluable for the scholar, the student, business or professional man, or for the home circle.

If you have not been a regular reader of The New York Evening Post join the ranks of the many thoughtful men and women in diverse walks of life who are constant readers.

EMIL M. SCHOLZ
Business Manager

Foreign Advertising Representatives
EDDY & VIRTUE, New York-Chicago

From the

London, England "Advertiser's Weekly"

WE learn with a great deal of interest and pleasure that *Printers' Ink* (of New York) this week (July 25, 1914) celebrates its twenty-sixth birthday.

For over twenty-five years *Printers' Ink* has been serving the best interests of the world of advertising, and we should imagine there is scarcely a corner in the world which cannot produce a man who owes his first introduction to the possibilities of advertising and better selling methods to the bright little journal which comes to us regularly from New York City.

Printers' Ink is easily first of the advertising journals, and though it is now quite a venerable institution—judging its length of life with other adventures in the field of trade journalism for advertising men—time seems to add both to its grip and power.

What we admire about *Printers' Ink* most is that in a world of business which does much of its thinking on its hind legs and after dinner—that is, judging from our portion of the world over here—most of the articles it presents are full of constructive suggestion and seasoned judgment, and usually give practical pointers of use to every man who takes his business seriously.

In twenty-six years, *Printers' Ink* has steadily shaped itself in the direction of serving the serious-minded business man, and we believe every year it is edited with more and more severity and with a view to eliminating the vast amount of casual thinking with which the world of advertising seems to be peculiarly afflicted.

The contents of the twenty-sixth anniversary number show *Printers' Ink* as vigorous as ever, and indicate, we firmly believe, a long life of ever-increasing usefulness.

Member Audit Bureau of Circulations

been successful in it for one particular reason, that Germans have been able to adapt themselves and their product to the requirements of the market, while American manufacturers, in many instances, have tried to thrust their product with its American character and style, on a market which desires something different.

The situation also brings home very plainly the fact that America must have a merchant marine if she wishes to build up her commerce, not only as being more expedient for shipment at all times, but particularly in war times when merchant marine of other nations is either commandeered for war purposes, or bottled up in such a way as to be unavailable.

I think we can look with particular favor upon the new spirit of investigation and analysis which has prompted various civic organizations such as the chambers of commerce and business men's leagues, which have gone to South America and other foreign points with an idea of ascertaining just what the market demands. This branching out shows a breadth of view-point, which is most necessary, if the American manufacturer wants to enlarge his field of work.

Speaking for this company individually, I would say that all of our product up to the present time has been consumed by the home market, but we are fully appreciative of the value of a foreign market and lend an ear at all times to suggestions to that end.

Willys Explains American Strength

By J. O. Munn

Of the Willys-Overland Company,
Toledo, Ohio

IN reply to your letter of the 13th inst., we have just prepared an article on the subject you mention from information received from Mr. Willys by cable. Inasmuch as Mr. Willys has been on the Continent for the past two months, and consequently conversant with conditions both here and abroad, we believe his views are particularly valuable at this time.

Extracts from Mr. Willys' cable news follow:

"The English are not slow to see the great opportunities for trade extension given to the United States by recent events," writes Mr. Willys. "Sir George Parish, England's foremost financial writer, declares that the war will bring great wealth to American industries and an economic benefit to the people of the United States. He prophesies that Americans will be able to sell their crops at prices which will give them a much larger income than could possibly be realized had there been no war or danger.

"The call for army reserves throughout Europe has completely demoralized the industries on this side of the Atlantic. Many of the largest automobile factories have practically been unmanned. Only a very small number of automobiles will be built in Europe until there is a cessation of hostilities and the warlike atmosphere has cleared.

"In the meanwhile the entire field will be open to the American motor-car manufacturers. There may be some difficulty in shipping cars to European ports, as they may be declared contraband goods, but the rest of the civilized world will be free from European competition and is America's for the taking. And once the people who have heretofore bought automobiles of foreign manufacture discover the superiority of American cars, Europe will never regain the field she has lost.

"Within the past few weeks Overland dealers have shown their faith in the future of the industry by materially increasing their contracts for cars.

"Although it is stated in official circles that at present England has a four-months' supply of grain in storage, it is commonly known that with this gone the inhabitants of the British Isles could not subsist three weeks without importations. When England declared war the excitement was intense and retail prices of food made a jump of 50 per cent. A number of the co-operative stores, which are very strong in this country,

were forced to close because of the abnormal demand for supplies. Word came from Glasgow and other cities of Scotland that a food famine already threatened.

"The orders of the war lords in calling thousands of men from the fields and the workbench have made the present conditions much worse than normal. The situation in all European countries is equally bad. With the men on the battlefield instead of the farm there is danger of famine unless foodstuffs are imported. The summary action of Switzerland in forbidding the exportation and in buying huge stores of grain and provisions from outside markets exemplifies the alarm felt among all of the governments.

"It is understood that other countries are to follow suit.

"This will create an enormous demand, and, as the greatest wheat-producing country in the world, the United States will reap untold profits. It means money for the American farmer, and his financial status is the best criterion on which to base an estimate of the country's prosperity.

"Other American industries have an equally bright prospect. With business in Europe at a standstill, America will become the factory, the forge, the farm and the one big source from which the other nations of the world must of necessity draw their supplies.

"Business conditions throughout the United States are sound. Our financial system is backed by the strongest national resources in the world. Our banks, safe and solid as they are, have been rendered doubly secure by the federal reserve and the great amount of emergency currency recently put into circulation.

"The great need of the United States, as seen with the perspective of the Europeans, is internal peace. In this world crisis American citizens should forget all petty animosities and narrow political agitations. There should be no interference with the orderly processes of business. The administration should assist in maintaining the satisfactory and fortunate condition in which the country

finds itself. With the rest of the world at swords' points, our own peace and prosperity should be doubly appreciated."

Two Promises of Great Business Increase

By Chas. R. Stevenson

Gen. Mgr., National Veneer Products Company (Indestructo Trunks), Mishawaka, Ind.

IN our opinion the complete cessation of manufacture in the European countries affected by the war creates two distinct opportunities for great increase in American business.

First, the shutting off of the importations of foreign merchandise which have found their way into this country creates a void in the domestic markets which must now be supplied.

Manufacturers of textiles, chemicals, toys and the finer grades of prepared food stuffs should particularly benefit by this condition of affairs.

It seems to me that manufacturers in these lines and in other lines which are similarly affected should exert every effort to produce goods which are equal in quality to those which have been hereto imported and that they should strive through increased sales force and increased advertising to prove to the public that this class of merchandise which has hereto been imported can now be secured just as satisfactorily, and at almost as reasonable a cost, of domestic make.

These manufacturers should seek the advice and co-operation of the foreign buyers of the large department stores and jobbing houses and should endeavor to adjust their lines to the requirements of this class of trade.

The second opportunity comes through the inability of the European nations to take care of the export trade which they have developed in South America and the East.

There is no doubt that the opportunity exists and the only question is how best to take advantage of it.

I believe that this can best be done by sending regular sales-

War Can't Hurt the Northwestern Farm Market

In the Northwest the principal evidence of the European war is *better prices for grain and live stock.*

The Northwest has this year the finest crops in America and they are now ready to market at "war time" prices.

The war is, in consequence, making this always excellent market for all manufactured products, an even better sales field than ever before.

Our farmers have the necessary money and they are buying every form of high class merchandise.

The manufacturer who develops this wonderful Northwestern home market has nothing to fear from the war.

THE  FARMER
ST. PAUL, MINN.

Webb Publishing Company, Publishers

Western Representatives:

George W. Herbert, Inc.
600 Advertising Bldg.
Chicago, Ill.



Eastern Representatives:

Wallace C. Richardson, Inc.
41 Park Row
New York City

Member A. B. C.

"It is good economy to go to the organization made up of skilled specialists, for quite often, through a superior knowledge of its trade, it can make suggestions which will more than pay the difference. . . ."

NEWER METHODS OF BUYING PRINTING
Printers' Ink, August 13, 1914

TO the truth of this statement the many satisfied customers of the Charles Francis Press can testify—customers who come to us because we have just such a skilled organization of specialists, and render just such a service.

Being one of the six largest printing establishments in New York City we have developed an unusual personal and mechanical equipment which enables us to get your catalogue and other big edition work out in an unusual way.

CHARLES FRANCIS PRESS

30-32 West Thirteenth Street, New York City

men working for the individual house or salesmen working for a group of three, four or five manufacturers making non-competing lines which are distributed through the same channel, directly to the country whose business is desired.

There is a great deal of misleading talk indulged in by the export houses in New York in regard to the difficulties of foreign trade. Most of this is for the purpose of bewildering and mystifying the manufacturer and forcing him to do business through these export houses.

While these export houses fill an important position in the development of our export trade, I do not believe that they can possibly give the individual manufacturer the opportunity which he ought to have to develop his export business.

I do not think that export business in its basic essentials is in any way different than domestic business.

To sell merchandise successfully in our own country the manufacturer must come in personal touch through his representatives with the people to whom he seeks to sell.

I believe that to develop a foreign business successfully it is equally necessary to come in personal touch through his own paid representative with the desired customer.

Human nature and the basic elements on which business is done are the same throughout the world. Successful salesmanship can be just as successfully applied to merchants in Buenos Aires, to the Chinaman in Amoy, and to a dealer in Cape Town as they can with a merchant in Oskaloosa or Kankakee.

I believe then that a manufacturer making a line which is applicable to export business should apply the same methods which he has found successful in developing his domestic business to the foreign fields and if he wants to take advantage of the present opportunities should even make up his mind to take the necessary risk and do it quick.

More Effort Toward South America

By C. L. Forgey
Of Berry Brothers (Varnish),
Detroit, Mich.

THE policy of the house of Berry Brothers during the present war is to maintain strict neutrality in correspondence, conversations and publicity.

Our national advertising has been curtailed for the present, until we find just what effect the war will have on this country.

Our Australian business is practically all right, we feel that there will be a way opened to that country shortly. We are just now opening in South America and expect to go right along with our work in that country more vigorously than ever.

Our stock of raw material, fortunately, is in good shape. We have lost so far about \$12,000 worth of shellac on the high seas. This, however, was covered by war insurance.

All in all, we are comfortably taken care of.

O. K.'d Year's Campaign Just the Same

By R. E. Tweed
Of the Sharples Separator Company,
West Chester, Pa.

MY correspondence has been accumulating for about a week and there is a "bunch" of it. Yes, among the bunch are a lot of crazy, senseless letters about the war, coming from printers, publishers and advertising companies, all saying that they do not know exactly how long things are going to remain as they are, and with a sort of a mild, gentle hint that we should get busy at once if we want anything.

Of all the punk letters that have come to my desk in a long while these scare letters are the worst, and it seems funny that any firm or advertising manager would think for a moment of sending such letters.

As far as this company is con-

cerned, we are giving very little time to the war; we do, of course, read the papers, but this is more or less to pass away the time, as that is about all we can do with the present news. Part of our factory is working 24 hours and the other part from 16 to 18, and we are not worrying a minute, *but are going to push hard. We have just passed our advertising appropriation and O. K'd the schedule, and have also just O. K'd our entire campaign and advertising plans for the 1914-15 season.*

We are going after the business hard. War may overtake us, but we are going to work as hard for trade as we have ever in the past, war or no war.

Original Plans not Curtailed

By F. Nelson Carle

Of the General Vehicle Company, Inc.,
Long Island City, N. Y.

I KNOW of no better way to reply to your letter than to inclose copy of a letter written by President Wagoner (who, by the way, has been in Europe for nine weeks and only reached us via Halifax recently) to the Manufacturers and Dealers Motor Underwriters, Inc. This it seems to me covers the ground in general:

PRESIDENT WAGONER'S LETTER: EFFECT OF EUROPEAN WAR ON MOTOR CAR TRADE

Dear Sir:

There has been handed to me by Mr. Duncan your letter of August 4th, in which you ask for an opinion as to what effect, if any, the present European war will have on the motor car trade during the coming year, and whether or not we anticipate that there will be any reduction in motor car sales during the next season on account of that situation; also, if we are going ahead with our original programme for next year's production.

It is rather difficult to predict just what the coming year holds in store for the motor vehicle industry, as, of course, if the Eu-

ropean war is to have any appreciable effect, a great deal will depend upon the prolonging of the chaotic conditions now existing in Europe. If the war is brought to a speedy termination, the effect should be only temporary; but if the present conflict is extended over a long period of time, it may be that the industries of the United States will have to pay the economic toll that a general upheaval sometimes demands of its indirect victims.

The prime use of a motor vehicle is to assist in keeping things moving, and if the reflective effect of Europe's struggle upon American manufacturers is generally a deterrent one, the resultant inactivity is sure to be injurious to the motor car output.

On the other hand, I certainly do not believe in taking a pessimistic view of business conditions, but greatly prefer to look upon the brighter side. I sincerely trust and hope that the United States will find itself in the favorable position of being the one country which will be called upon to supply the remainder of the world with its luxuries and necessities, and that this will mean that whatever loss may ensue through a falling off in exports to the involved European nations, will be more than made up by the demand upon us for the products which they, under normal conditions, have furnished.

It is obvious that these industries which have carried on a large export trade with Europe will be cut off from this source of revenue to some extent, but new fields of exploitation will be opened up to them, and they should also benefit to a degree, at least, by the elimination of foreign competition. *If this be the case, I do not anticipate that there will be any decrease in motor car sales during the coming year because of European conditions.*

To go into this question in detail would be the task of an economist, which I do not pretend to be.

The General Vehicle Company is proceeding upon the assump-

Confidence

The American Market will resist the disturbance of war conditions.

Courageous advertising is appearing, featuring the fact that in spite of conditions, there will be no increase in prices even in articles in the manufacture of which foreign products are used and this helps materially.

No War Here

Every day brings more encouraging news of American trade conditions.

The feeling is growing that America may reap benefit rather than harm from the unfortunate troubles of Europe.

The Slogan "Goods made in America" is a fine one.

ILLUSTRATED SUNDAY MAGAZINE

Over 1,300,000 circulation

Philadelphia Record
Pittsburgh Gazette Times
Minneapolis Tribune
Boston Herald
Rochester Democrat & Chronicle
Detroit Free Press

Memphis Commercial Appeal
Louisville Courier Journal
Milwaukee Sentinel
New Orleans Times-Picayune
Omaha World Herald

Columbus Dispatch
Des Moines Register & Leader
Buffalo Times
Dayton News
Worcester Telegram
Providence Tribune

Blue Bear Inc.

CHICAGO

NEW YORK

BOSTON



Thomas A. Hendricks, formerly Vice President of the United States, once remarked that the territory within a radius of fifty miles around Indianapolis was as rich a country as any similar area in the world.

That's a concise way of describing conditions in Indiana. The people are rich because they live in a rich country—they make up one of the great buying communities of America.

Fortunately for advertisers, this entire prosperous community can be reached with easy convenience. A trio of newspapers, The Star League, covers the whole state of Indiana. In fact, these papers cover their territory so completely and are so well liked by the people as to leave no room for competition. Each of them is the only morning newspaper in its city.

The three newspapers of The Star League are The Indianapolis Star, The Terre Haute Star and The Muncie Star.

The central location of Indiana makes shipping easy and inexpensive from almost any part of the United States. Besides, the promotion department of The Star League will gladly lend its assistance in securing agents and building up a system of distribution.

If you are interested in getting patronage in Indiana for your products, we shall be glad to give you complete information regarding the rates, circulation, etc. Address

Promotion Department, The Star League

New York and Pennsylvania Streets, Indianapolis

Kelly-Smith Co., East. Rep.

220 Fifth avenue, New York.

John Glass, West. Rep.

People's Gas Bldg., Chicago.

The Star League is a part of the Shaffer Group of newspapers. The other members are: The Chicago Evening Post, The Rocky Mountain News, The Denver Times and The Louisville Herald.

tion that the United States will benefit, and not lose, by the present foreign situation, and is therefore planning to carry through its original plans for next year's production.

Go After More Business at Home

By R. V. Nordby

Of the National Sweeper Company, Torrington, Conn.

RELATIVE to your inquiry of the 13th, will say that while our export business is, for the present, at a standstill, we are confident of getting increased business "at home" in fields we have hitherto somewhat neglected. To this extent we have added to our force of traveling representatives, and are continuing our advertising campaign and our co-operation with dealers without regard to the European disturbances.

Sow Seed now for Future Leadership

By A. C. Lamoutte

Of the Ansco Company, Binghamton, N. Y.

I DO not think the war has laid any new and better sales opportunities open. It is a calamity that is bound to hurt everyone, at least for the time being. A great deal can be done to offset the loss of European trade by endeavoring to secure the South American markets, which heretofore have been mainly supplied by England, France and Germany. But even the purchasing power of those countries will be reduced while the war lasts, as their finances are largely dependent upon Europe. We can sow the seed now so that when the war is over we may occupy in those markets a leading position which would enable us to derive the most benefit from a revival of business.

In our own business we could not afford to wage a harder campaign for the domestic demand, for the reason that for the manufacture of some of our leading staples we depend upon raw mate-

rials from Europe. We are more fortunately situated than others, in that we have a supply on hand sufficient to last us a year, based on our sales heretofore, provided our competitors are similarly situated; but as it is stated by our largest competitor that it only has a stock on hand sufficient to last six months, if the war lasts longer than six months we may be looked to by the public to supply the entire demand in certain lines, and then our stock on hand would not last as long as a year.

Plenty of Business in America

By C. H. Hunter

Of the Elliott-Fisher Company, Harrisburg, Pa.

AS they are shooting so many things up in Europe, they have shot the foreign business to pieces, but the United States is a big country, and with all the bountiful crops we are having, we ought to be prosperous anyhow. We are optimistic and we believe that no matter what the situation is in Europe, there will be plenty of business over here and we propose to keep right after it vigorously just as we have been in the past.

So far as my knowledge of history goes, war has not prevented any country from going ahead with business. The United States grew enormously during the great Civil War and that is true of other countries and undoubtedly the various countries which are at war now, will continue to do business; undoubtedly they will be buying goods from us again before long.

War does not seem to alter the fact that people must eat, society demands that they wear clothes and those who have the means will have luxuries.

The writer anticipates that those who sit down and take time to figure out the causes of the war and the effect it is going to have on business, and what we will do in case something happens, will be left behind by those who go ahead doing business.

Expects Steady Demand at Home

By Edwin L. Shuey

Of the Lowe Brothers Company (Paint-makers-Varnishmakers), Dayton, O.

WE have never sought a foreign outlet, our domestic business having grown steadily and having occupied our facilities fully. Thus far little effect has been felt on our sales, and the year has been quite satisfactory. Like other manufacturers, we have found the increasing cost of doing business an important element requiring very careful consideration.

We do not see how the war will materially open new business for us, and at present we are inclined to believe that there will be a steady demand at home for our products. We expect to continue our promotion plans along lines already determined. Naturally we shall watch carefully every indication and hope to be able to meet any new conditions with confidence in the future of American business life.

Need of Long-Time Planning

By Frank Anderson

Sales Mgr., Barcalo Manufacturing Company, Buffalo, N. Y.

PRACTICALLY all American manufacturers doing more than a strictly local business are now beginning to reach out for export business. We are receiving a great deal of literature on this subject and it appears the American manufacturers are suddenly awakening to the prospect of developing business, especially in South America, because it is apparent the European manufacturers cannot, for some time, supply their old markets in South America.

Undoubtedly a lot of business will come to us because of the European war, but those manufacturers who have not heretofore made an effort to get export business can hardly expect to develop any volume immediately. Un-

doubtedly, many export periodicals will greatly increase their incomes through selling space to enthusiastic manufacturers and good results will be attained in many cases, but chiefly in those cases where, for the last ten years or more, manufacturers have been steadily working South American fields, as well as other export markets.

Regarding our own business, this has not been affected at all by the products of European manufacturers. Undoubtedly, the European war has tightened things up for the time being, but we expect that after a short time this will wear off and business will be very good in the domestic market. We are in touch with the markets of South America where we can reasonably look for business and hope to reap the harvest of our labor during the last ten or fifteen years.

We hope that other manufacturers are in the same position, but we believe that there will be many who will spend much money on fliers, while they are carried away with their enthusiasm.

"Go After Foreign Market Hard"

By H. C. Busley

Of Valentine & Co. (Varnishes), New York

SURELY we are optimistic about the present situation and do believe that in many lines American manufacturers will reap a big reward if they will go after the foreign market hard at this time. Possibly the enclosed copy of our house magazine may be of some interest to you. The front cover and the first article refer to the present war and to its effects on America.

The article in "The Valentine," dated August 14, is as follows:

Millions of the workmen of Europe are joining the armies. As a result, thousands of European factories will be forced to shut down. Other thousands of factories must shut down on account of business conditions.

Cover Chicago without waste

Readers of The Chicago Evening Post, almost without exception, can afford to buy the things they see advertised.

If you spend your appropriation in The Post you waste none of it on unproductive circulation.

The Chicago Evening Post

The Chicago Evening Post is a member of the Shaffer Group of newspapers. The other members are: The Indianapolis Star, The Muncie Star, The Terre Haute Star, The Rocky Mountain News, The Denver Times, The Louisville Herald.

AFTER SEPTEMBER FIRST

MISS ELLA S. LEONARD

AND

MRS. CAROLINE L. OVERMAN

for fourteen years connected with
Joseph A. Richards & Staff will be
with Churchill-Hall.

This announcement is of interest
to advertisers requiring detailed
service on food products, household
equipment, women's wearing ap-
parel and other merchandise bought
largely or exclusively by women.

CHURCHILL-HALL

50 Union Square New York

This will affect America in three ways. Goods that we have purchased from European countries we shall not be able to purchase from them for some time in the future. This means that we shall be obliged to manufacture substitutes for these in this country.

On the other hand, the Europeans must have varnishes and other painting materials, as well as boots and shoes and clothing and food and other goods of all kinds, and if they cannot manufacture them in their own factories they must buy them from America.

Furthermore, and most important of all, the great South American, African and Asiatic markets are thrown open to us—for Europe can no longer supply them.

The European countries, great and small, will be almost paralyzed—for a short time, at least, and in all probability for a long time. If the war itself lasts for a few months, the effects of the war on the industries of Europe will last for years. If the war lasts for a long time, Europe will be set back commercially fifty years. America will be the gainer by this. America will be the market of the world. All the world must come to America to buy the things that it has to have.

The outlook of the war situation, as far as America is concerned, is distinctly reassuring. Without doubt, many industries in this country will be greatly stimulated by the world war. All industries will profit to a greater or less degree.

The railroads will have an immense additional tonnage on account of the war; and some astute students of the railroad situation are of the opinion that they will begin buying supplies before very long, partly because they have to have them, and partly because of the effect that this will have on business conditions generally.

This is the time for the big salesman to make his record. Some concerns will lose heart now, and call in their salesmen. They will stop advertising. Valentine & Co. will not do this. Some salesmen will lose heart.

The Valentine salesmen, who are going to make a success, will not lose heart. There is a fine outlook for the salesman, who knows how to handle the present situation, to make the most of it. Valentine & Co. have more such men than most houses.

Poor Business and Good Crops Don't Hitch

By W. P. Werheim

Of Pratt & Lambert, Inc., Buffalo, N. Y.

REPLYING to your letter of the 13th inst. with reference to the present situation affecting this business, it is a little early to tell just yet where we will come out.

The enclosed *Peaneologram* which was sent our salesmen, will in a nutshell give you my opinion of the present situation.

This business is not directly affected by the war, inasmuch as very little in our line is imported. I am referring now to the sales end of the business. It is possible that the supply of raw materials might be affected to some extent. In fact, prices on some items have risen greatly within the last week or so. One rather important ingredient of varnish has risen in price almost 50 per cent, but fortunately we managed to cover ourselves on this item as well as everything else, and have nothing to fear from that angle.

Without doubt there are great opportunities for sales for some manufacturers, particularly those who can supply necessary articles of food and other things needful in time of war.

The crops, of course, are the keynote of the prosperity that will be ours, whether that be great or little. While this country may not see any great increased prosperity within a short time, I do not think that business is going entirely to the bad, and the crops are going to help stiffen up business conditions.

In view of our sales not being directly affected, I do not believe that there is anything else I can say. It is only as the war affects general conditions that our business will be affected.

The *Peanelogram*, dated August 12, is as follows:

"The Globe Trotters are safely back from Europe, all primed for a quick getaway to fall business.

"You fellows who didn't go now have a chance to make a trip the next time—if not to Europe, then some equally attractive place, whether you go in a party or win a prize of some other kind and go alone.

"And as for the war—don't forget there are two kinds of war—there's the big war in Europe and there's the war the tremendously bountiful crops are making on the business pessimist and what some call 'the depression.'

"These wonderful crops are bound to loosen up the money for those who'll grab it. And furthermore, as soon as the ships flying the U. S. flag and other neutral vessels begin to carry U. S. crops, food and supplies of all kinds to Europe, money will be coming into this country in a flood. Even though war is expensive, all the world powers in Europe will have more money than anything else. They will have no crops; they will have no manufactured supplies of any kind, because farming and industries are at a standstill over there. There will only be one real place where they can get food and supplies, and *that place is the U. S.*

"While that will not affect Pratt & Lambert directly, it will stimulate business in general and thus bring more business for us.

"If you can radiate a little cheer and optimism, and go to 'em hard, you will get your share of the orders."

Supplanting Imported With Home Made Goods

By Sig. Fieux

Of Runkel Bros. (Chocolates), New York

TWO classes of manufacturers will be directly affected by the war, namely, those who have a large export trade, and those who compete in this market with imported articles. That is

to say, one man will find himself abruptly cut off from a large number of his customers, while another will face an increased and uncompetitive demand that will overtax his resources. One can here foresee a necessity for adjustment that will no doubt work itself out in time to the benefit of American industry.

That hardship will result at first is to be expected. The manufacturer, who has been accustomed to sell his goods in European markets, and whose entire business is systematized accordingly, will be obliged suddenly to change his methods and focus his energies on domestic distribution. He will be the greater sufferer, as he may, perhaps, sell a surplus product that will be difficult to dispose of.

But the most interesting aspect of present trade conditions, is, without doubt, the manner in which the American manufacturer, who has heretofore battled with foreign competition, will meet the splendid opportunities that are now before him. Of course, there is a strong prejudice against domestic manufacture to overcome, a prejudice that dates back to the days of the Pilgrim Fathers when all looked to the motherland to supply them with something better than homespun. Tastes are hard to change, and as long as people were satisfied with what they had been obtaining, it was difficult to have them appreciate the qualities of domestic goods. Now, however, that they will be compelled to buy domestic articles, it will be the opportunity of the American manufacturer to demonstrate that goods can be made as well in this country, if not better than abroad.

If we are to substitute any merchandise for the imported, it must be good. And it will be necessary to advertise heavily to the effect that our goods can equal any foreign product, for that fact will have to be emphatically brought to the attention of the consuming public and proven to their full satisfaction.

I have in mind particularly such articles as fine perfumes and pow-

E. D. Gibbs

with Sackett & Wilhelms

The Sackett & Wilhelms Co. announce the appointment of E. D. Gibbs as General Sales manager of the Company.

Mr. Gibbs is one of the best known men in the lithographic and printing field. His methods are unique, his ideas most unusual and he possesses what every buyer welcomes—the ability to originate highly effective and result-producing material. He will have the backing of one of the oldest and best equipped concerns in this industry, a company whose immense plant contains the most modern equipment for the production of fine color printing.

Advertisers in search of the newest and best in Show Cards, Posters, Window Displays, Hangers, Calendars and material to send by mail are invited to get in touch with Mr. Gibbs who will give their requirements his personal attention.

The Sackett & Wilhelms Co.
Lithographers and Printers
Grand St., Brooklyn

Sales Offices at 432 Fourth Avenue, New York
Telephone Madison Sq. 9487

ders, and high-grade food-stuffs. These are bought by the better class of people, who, feeling able to buy the best, usually select imported goods. There are also numerous articles purchased by the foreign element here who have been accustomed to those things in their native homes and have not yet been persuaded to give American products a chance.

The total consumption of manufactured goods in this country will be the same as formerly and general business conditions will be normal; in fact, they should be better than ever. American merchants will now reap the harvest to which they are justly entitled and which has been going to Europe every year. And who can say, when Europe clears herself out of the frightful mess she is in at the present time, and finds herself crippled with broken industries and impaired transportation, whether she will not look to the United States to supply her with those very articles she has been formerly sending here?

It will be "up to" the manufacturers in this country to be prepared, not only to take full care of our needs and the needs of non-belligerent countries at present, but later of the requirements of the warring nations as well. Mills should spring up all over the land; our natural products should be converted into finished goods and not be allowed to go to waste, and with all the discussion we are now having on the inadequacy of our merchant marine, enlarged shipping facilities should surely result so that the United States should have her full share of the world's shipping.

Of course, great caution will be necessary. The wild speculating we have seen during the first week or so of the war has shown us that there is a panicky tendency that must first be overcome. However, the man who has a good article should hold himself carefully in check, watch his facilities and resources, and, at the right moment, reach out for the new business that will be his if he goes after it. Usual judicious advertising in the domestic field, and

new advertising suitable to the condition of the South American and other non-warring countries, as well as negotiations with export brokers, will be fruitful and yield permanent results.

Choose Foreign Representatives Carefully

By S. W. Eckman

Of B. T. Babbitt, Inc., New York

SO far as our own business is concerned we do not anticipate any particular upheaval as a result of the European war. The exports of American common soap to foreign countries are not large and with the exception of a possible curtailment in sailings to Great Britain we anticipate no particular difficulty. It is also improbable that we could gain any material advantage through the stopping of exportation from European countries in our products as such exports are comparatively small. The higher freight rate now charged on general merchandise to such points as Europe exports soap would probably counterbalance the advantage to be gained to the stopping of European exportation.

In general, however, my experience in the export field which covers visits to practically all of South American countries leads me to believe that there is a very great opportunity for some lines of manufacturers in the South American field. By study of the statistical information obtainable through the Department of Commerce and Labor in Washington the interested manufacturers can find out exactly the quantity of their line of goods that has been imported into each of these countries from each of the European countries whence the exportations will probably now cease for a while. Properly equipped representatives with full lines of samples should be able to do an exceedingly profitable and large volume of business if they will get to the ground immediately. The present situation is one that requires prompt action. The American manufacturers will probably

be asked to extend liberal credits.

Too much emphasis cannot be laid upon the necessity of having properly equipped representatives go into these fields, however. They should know the language and should have obtained before leaving this country all of the information available from local sources such as the Washington bureaus and the New York consulates of the different countries. Such travelers might in advance obtain a great deal of information from the New York City branches of large South American houses.

Situation From Dixon's View-point

By Geo. E. Long

Vice-Pres., Joseph Dixon Crucible Company, Jersey City, N. J.

TAKING it for granted that the war "has laid new and better opportunities open" in the Latin-American countries especially, will the American manufacturer be able to meet the requirements in the matter of prices

and goods which these countries want?

Heretofore in Latin-America, England and Germany have been able to make, in many lines of goods, prices that the American manufacturer has not been able to meet.

The English and German manufacturers have also furnished a line of goods, many of which have not been attempted by any American manufacturer.

Again, and apparently quite to the point, the American manufacturer makes use of many raw materials in his manufacturing, that, on account of the foreign war, he is not able at the present time to obtain.

Then there will come in the question of transportation, which, if the United States Government is active and energetic, and capitalists are satisfied with the investment, may be solved in reasonable time.

Altogether, the question is an interesting one and cannot well be answered offhand, but should be thoroughly looked into and

THE BERG, SHRINER
ADVERTISING COMPANY
ANNOUNCES THE APPOINT-
MENT OF A WESTERN
MANAGER. HIS NAME IS
JOCK McCHESNEY. FOR
DETAILS SEE SEPTEMBER
AMERICAN MAGAZINE

There is still another matter to be considered: Heretofore, South America has sold about \$700,000,000 worth of her products to Europe and only about \$250,000,000 worth to North America. If South America cannot dispose of her \$700,000,000 worth of products, how will she be able largely to increase her purchases.

You may also be aware that, during the past year, business has been very poor in South America. At one time Rio was under martial law if it is not at the present time. Business in Brazil is not good and business and credits in Argentina have been greatly depressed. In other words, South America has been very much, in a business way, in the same condition as the United States and for that matter, the entire world.

That prosperity will come in due time, there is no question, and that the United States should have a better foreign policy and a larger export business is also without question, and I believe that if the manufacturers of the United States have proper legislation, and if they are free to sell their surplus products to foreign countries at prices in competition with foreign prices, the American manufacturers will, in time, be able to compete successfully with foreign countries, excepting, possibly in the matter of labor costs.

Stetson Features Its Welfare Work

That welfare work among factory employees makes a better product, and consequently is fit material for advertising copy, is evidently the belief of the John B. Stetson Company, the Philadelphia hat manufacturer, as a recent trade journal ad, illustrated with a view of a company dining-room, says:

"This is the larger of two dining-rooms provided for girls in the great Stetson factory. It is a model of cleanliness, perfectly ventilated and well-lighted by windows that take up almost all of the wall space on two sides. Here eight hundred and forty girls take lunch, which they bring with them or purchase at the lunch counter. Coffee, tea, milk, sandwiches, ice cream and other refreshments are sold at nominal prices."

No other text is used, and the entire ad is devoted to this subject, the reader being allowed to draw his own inferences, which it is planned will be favorable to the company.

Notaseme Selling Policies

The Notaseme Hosiery Company, of Philadelphia, sells direct to retailers. In order to make its reasons for so doing clearer to the trade, page ads are being run in trade papers setting forth the company's policies in this respect. A recent explanation was as follows:

"We do not ask the dealer to stock Notaseme Hosiery on the plea that 'we will move the goods for him.'

"We simply ask him to co-operate with us so far as his customers' interests and his own are served.

"We believe retailers are rather weary of hearing about marvelous campaigns that are to be conducted and wonderful demand that is to be created.

"We shall simply make the best 50 cent pure silk and 25 cent silk-lisle hosiery we know how.

"We shall go on selling direct to the retailer, giving him in better profit and his customers in better wear and looks what ordinarily goes to the jobber.

We shall advertise this quality consistently, but not blatantly, and shall take no money out of quality to put into publicity.

"As our business grows our advertising will increase.

"Any dealer who wants to see for himself just how excellently Notaseme Hosiery is made may have a pair for his own wear if he will write for them. He will not be ashamed to wear them, even though he usually wears dollar socks."

Notaseme Hosiery which retails at 50 cents a pair is sold direct to retailers at \$4.10 per dozen. Hosiery which retails at 25 cents is sold to retailers at \$2.05 per dozen.

Disston's View of Guarantee

Apropos of the recent discussions of "What Constitutes a Guarantee" in *PRINTERS' INK*, it is interesting to note that Henry Disston & Sons, steel tool manufacturers of Philadelphia, Pa., have been advertising the guarantee feature of their goods in the trade press. "Of What Value Is a Guarantee Without a Guarantee?" is the caption of the copy, and the situation as it affects the Disston company is summed up this way: "Almost everybody guarantees their goods to-day. It is hard to make a sale unless you stand back of the goods. . . . There is a wrong impression prevailing among most people as to the status of a guarantee. They look at it only as the promise of the manufacturer to replace defective articles. Under such a guarantee you can replace a poor tool innumerable times. You could keep it up for a lifetime (if the business lasted that long), but only at a constant loss to you through the trouble and delay occasioned by the replacement. . . . Our reputation for making high-grade and efficient tools, saws and files assures the buyer that there is little likelihood of his having to take advantage of our guarantee. That gives the guarantee its fullest meaning. It is the guarantee of the guarantee."

To Publishers—

Mail Order Houses—

Large Catalog Users—

Consumers of Economical Rotary
Presswork:

TODAY our swift-running Modern Web Rotary Presses are printing one of the largest and best-known weekly magazines and the many-paged catalog of a nation-famous mail-order house.

Shortly we will be running more rotaries (printing either one or two colors on all pages)—installed as required to meet our customers' special needs as to sizes, etc. We are prepared to install presses for any responsible house whose editions are large enough to warrant this.

Furthermore, we can place at each customer's disposal our immense equipment of Miehle flat-bed one and two color presses, of the latest type and largest sizes; our efficiency composing-room, with its many linotype and monotype machines, its wide equipment of modern types; our electrotyping, binding and plate-making facilities.

We request your investigation of this great modern plant of ours—to acquaint yourself with our methods which spell economy for so many large concerns in your line.

Publishers Printing Company

Specialists in Modern Printing

207-217 West Twenty-Fifth Street, New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, AUGUST 27, 1914

American Enterprise Put to the Test

A careful reading of the opinions of representative business men, printed on page 3 *et seq.* in this issue, can hardly fail to lead to the conviction that American business is quite competent to take care of itself in the present emergency. The general expression is one of readiness to adopt whatever expedients are necessary to keep the home market supplied, and to seize the new opportunities for trade with foreign nations.

There should be no faltering, however. The resourcefulness which is so plainly indicated must be translated into quick action. England has virtually declared war upon German commerce, and, while its armies are facing the German lines on the continent of Europe, those who remain at home are preparing to capture Germany's share of the world's markets. The English Board of Trade, the Colonial Office and the Chamber of Commerce are co-operating to secure information concerning the amounts and the character of German exports to

all parts of the world, and to arrange meetings between English manufacturers and former importers of German goods. The English press is supporting the movement with vigor, and public enthusiasm is roused at the prospect of sweeping German prestige from the markets of the world.

The accusation has been brought against American business men that they are inclined to rely more upon Government favors, in the form of protective tariffs, subsidies and bounties, than upon their own sagacity and initiative. It is said that they will not move until the Government points out the way and insures them against possible loss of profit. An influential New York daily prints on its editorial page the following indictment:

"The masters of modern business in the United States are undoubted experts in one line. They know how to corner home markets; how to oppress their own countrymen; how to apply a siphon to the Treasury; how to exert the powers of taxation for selfish ends, and how to gain a certain glory by the process. They have yet to demonstrate their ability unassisted to meet even crippled adversaries on the seas."

Quick action is necessary if we are to prove the accusation false. England is not disposed to "await developments." She announces her intention of capturing the trade of Germany and Austria at once, and a large part of that trade is with our own home markets. We have long boasted of the speed with which we could adapt ourselves to new conditions. Now is the time to prove it.

Prove the Case for Branded Goods

The Federal and State investigations of alleged conspiracies to raise the price of foodstuffs point to an opportunity for manufacturers of standard, trade-marked goods which we believe they will be quick to recognize. The accusation has been broadly made that, with almost unprecedented plenty at home, and with practically an embargo upon

exports, manufacturers and producers have combined to withhold stocks in order to force consumers into the payment of "war prices." The New York *World* states editorially: "All of our laws against trusts, unfair business practices, monopolies, conspiracies and combinations are so much blank paper if in a time like this, when American granaries are bursting and there is no immediate prospect of an outlet elsewhere, food can be cornered as it is to-day."

This is the time for the advocates of branded goods of known value to prove their case. *It is the time when they can obtain a well-nigh impregnable position in the public confidence.* In contrast with the past week's spectacular fluctuations in the price of unadvertised commodities, branded goods with few exceptions are still offered to the consumer at the old familiar prices. The manufacturer who will now take the public into his confidence and tell them through his advertising *why* he can afford to maintain his price at a fair level and *why* it is not necessary to depreciate the value of the product in order to do it will reap the harvest now and will find himself in a strongly advanced position upon the return of normal conditions.

Even if it becomes absolutely necessary to raise the price to the consumer, the advertiser has an advantage over the non-advertiser, because he tells the reason why.

In a certain sense advertising is on trial. We have long upheld it as an economic benefit, enabling manufacturers and distributors to render better service to the public, in fair weather and foul. We have declared repeatedly that goods of known origin and known value are logically better goods for all concerned. Those principles are just as true in the face of a world crisis as in the piping times of peace. If they are to break down now, they are no principles at all.

But they will not break down. All that is needed is reasonable promptness on the part of advertisers in seizing the opportunity which is offered them. It is the

opportunity to keep cool, to refuse to be stampeded by fear or panic, and to demonstrate once and for all the economic advantages in buying branded goods.

"Well Equipped for Peace"

"If it is true that Europe has never been so well prepared for war, it is no less true that America has never been so well equipped for peace." Thus reads a circular letter from the Geiger-Jones Company, underwriters of industrial securities, Canton, Ohio. It expresses in a single sentence the best thought of leading business men and financiers. The more the present situation is studied in soberness and seriousness, the more firmly established seems to be the fact that this country is the beneficiary of an unusual combination of extremely fortunate events, which will go far towards mitigating the evils which cannot be entirely avoided.

The European crisis has come just at the moment when the largest crops in our history are being harvested, and an abundance of currency (\$35.80 *per capita*) has been provided to move them. What the bumper crops mean to business generally was discussed briefly in PRINTERS' INK for August 13. The good harvest is undoubtedly our chiefest piece of good fortune, but by no means is it the whole story.

We have just organized the Federal Reserve Board to put into operation a system of banking and currency which is quite generally hailed as an improvement. We have adjusted ourselves to a lower level of import duties, so that the curtailment of imports does not represent the deficit which would have been created under the schedules of two years ago. The railroads have been granted an increase in freight rates large enough to place some of them in the market for new equipment. We have most fortunately been spared the diversion of our capital and our energies in war with Mexico.

As we look back upon it, the business depression of the past year is not an unmixed evil. The

curtailment of buying due to the tariff revision, the uncertainty caused by the proposed anti-trust measures and other causes has resulted in small stocks in the hands of wholesalers and retailers. Furthermore, the consumer, after a year of retrenchment, has practically used up his supply of clothing and food, as well as fuel and equipment generally. His demands on the small stocks of the retailer start an impulse which quickly reaches the manufacturer. We shall not feel the temporary shutting off of exports nearly so much as would be the case if present demands at home could be supplied from stocks already in the hands of distributors.

Perhaps best of all, the administration at Washington has shown its ability to forget political animosities and bend its energies towards the working out of emergency measures demanded by immediate events. No man can hail the war in Europe as anything short of a calamity, but it might have happened when we were a good deal worse prepared to play our role of the great neutral nation.

A Price-Maintenance Fallacy

Judging from a number of letters which have reached PRINTERS' INK at odd times, the advocates of price-maintenance are meeting with more or less distrust among certain organizations of retailers. The basis of the feeling seems, in almost every case, to be the suspicion that the manufacturer who takes advantage of any legalized method of price regulation will protect himself first, and will then "compel" the retailer to sell the goods at a price which does not afford a profit. As it is expressed by E. W. McCullough, secretary of the National Implement and Vehicle Association: "The fixing of resale prices by law, however advantageous and desirable, does place in the hands of the manufacturer the arbitrary power of dictating to the retailer the prices at which he must sell, whether or not they contain a sufficient margin to cover his cost

of doing business plus a fair profit."

Theoretically, of course, a manufacturer who took advantage of a law such as that proposed in the Stevens bill would have the "arbitrary power" to fix any resale price he happened to fancy. But, practically speaking, such an assumption of power is impossible. It is impossible for the same reason that a manufacturer cannot fix "any price he pleases" when the goods leave his hands in the first instance. His price is determined for him—roughly, of course—by the price of competing products and by the buying power of his market.

Suppose, for example, that a manufacturer puts out a new brand of canned soups. What prevents his fixing the wholesale price at a dollar a can? It is his brand, nobody else can make it, it cannot be procured except from him. But no wholesaler would buy it at a dollar a can, when other soups may be had at three dollars a case.

The same check operates with regard to the fixing of a resale price. The manufacturer who allows the dealer too small a margin of profit does so at his peril, for the dealer will not push unprofitable goods. Instead, he will sell another brand of goods on which the margin is satisfactory. There is nothing in the law, nor in any proposed law, which compels a dealer to handle goods unless he chooses to do so.

Political Advertising in the West

A great quantity of newspaper advertising, circulars and cards has been used in the West lately.

H. H. Tucker, a candidate for the nomination for senator in Kansas, has used newspaper space in city dailies, small-town dailies and weeklies. The amount of advertising he has used is estimated at from three to five thousand columns, not including about two million circulars.

A great many of the candidates in Kansas and Missouri have used smaller amounts of advertising.

Some of the candidates used newspaper advertising in conjunction with individual appeals to voters and relieved themselves of much of the "mass meeting" work which they ordinarily would have done.



We have made arrangements with two of the three largest banking institutions in New York to give us the benefit of their first hand knowledge of fundamental conditions brought about by the war.

In such extraordinary circumstances as those now confronting manufacturers ordinary data on market conditions in various industrial fields becomes obsolete and untrustworthy.

The question of retrenching or increasing your efforts in sales and advertising is not one to be determined by anything but ripe judgment based on information from inner sources.

At such a critical time we would not presume on our own responsibility to offer such advice, but through our connections we are now qualified to render this authoritative information as a part of our advertising service to a limited number of concerns of standing whether they happen to be our clients or not.

Berrien-Durstine *Incorporated*
Advertising

42 Broadway New York City

Transportation Executive

Owing to European War, a prominent executive with wide experience in foreign and domestic passenger and freight service is open to make other arrangements. Able and energetic, his experience will be of high value to transportation company of sufficient size to go after big business. Experience includes advertising in all its branches as related to transportation. High social and business connections and reputation. Address, M. D., Box 198, Care Printers' Ink.

Evasions of Label Law not Tolerated

MANUFACTURERS are being warned, in correspondence from the United States Bureau of Chemistry, that misleading trade terms indicating sizes of containers must not be printed on labels. Since the so-called Net Weight Law went into effect, Dr. C. L. Alsberg—the successor of Dr. Wiley as head of the bureau—has been in receipt of an especially heavy volume of inquiries from advertisers and manufacturers, who, taking advantage of the new policy at the bureau, ask as to the attitude of the Government upon questions of labeling, etc.

The latest pronouncement relative to misleading trade terms was forthcoming in response to a manufacturer's request for criticism of a carton which contained four dozen cans of deviled ham and bore the following statements: In large type, "4 doz. $\frac{1}{4}$ cans"; in smaller type, "Contents of each can 3 oz." Replying, in an advisory capacity, to this inquiry, Dr. Alsberg wrote: "While the requirements for branding as given in the regulations for the enforcement of the amendment of 1913 to the Food and Drugs Act apply particularly to the small cans or units in the package and the branding of the quantity of the contents upon packing-cases containing a number of units is not obligatory, nevertheless if packing-cases are branded the statements must be in accordance with the requirements of the act. The statement reading '4 doz. $\frac{1}{4}$ cans' upon a package of cans containing three ounces is considered false and misleading and not in conformance with the requirements of the act, notwithstanding the further statement made in smaller type, 'Contents of each can 3 oz.'"

A manufacturer who wished to put out goods under a label containing, among other statements, one reading "Weight of contents 16 oz.," was told that this could not be considered in conformity

with the law, which specifies that the quantity of the contents of a package shall be marked in terms of the largest unit contained in the package. However, in order to spare manufacturers unnecessary destruction of labels and cartons, the department has decided that prior to June 1, 1915, no action will be taken against firms whose sole offense is the use of labels or containers not marked as to contents in terms of the largest unit, provided such labels or cartons were printed prior to May 11, 1914.

Negative reply has also been made to a manufacturer who sought authority to use one style label for both large and small bottles, the label in question reading "Contents: Large bottles 28 oz. Small bottles 14 oz." This manufacturer was informed that each size of bottle should have its own distinctive sticker, the one for the large bottle inscribed one and three-fourths pints, or one pint 12 fluid ounces, and that for the small size 14 fluid ounces. In reply to questions recently put to him by manufacturers, Dr. Alsberg said, in one instance, that he did not think that a statement of contents upon a crown cork would be sufficiently "conspicuous" to come within the meaning of the new law, and, in another instance, that he saw no reason why a statement blown in a bottle would not be satisfactory, provided the marking be plainly done. In yet another instance this Federal arbiter felt impelled to give an unfavorable opinion upon the project of a manufacturer who wished to indicate the contents of his package goods by means of perforations in the label or wrapper. Dr. Alsberg thought that such marking would not be conspicuous enough.

Ernest Scholz in Magazine Field

Ernest A. Scholz, until recently business manager of the Chicago *Herald*, will join the circulation department of the Crowell Publishing Company, New York, publishers of *The Woman's Home Companion*, *The American Magazine* and *Farm and Fireside*, on September 1.

THE COMBINATION

to success in Greater Pittsburgh is through

The Pittsburgh Gazette Times

Morning and Sunday

Pittsburgh Chronicle Telegraph

Evening except Sunday

Include them in your fall list and get

DISTRIBUTION THEN REPEAT ORDERS

Combination flat rate 22½c. per agate line for both papers where the same copy appears in consecutive issues. For further information or co-operation write

Urban E. Dice,
Foreign Advertising Manager,
Pittsburgh, Penna.

J. C. Wilberding,
225 Fifth Avenue,
New York City.

J. M. Branham Company,
919 Mallers' Bldg., Chicago.
Chemical Bldg., St. Louis.

Order Your Foreign Mailing Lists Now.

We are prepared to furnish Mailing Lists of Importers & Exporters of South American and other Foreign Countries. Ask in detail for what you want. Also for any list wanted in United States.

TRADE CIRCULAR ADDRESSING CO.

166 W. ADAMS STREET
CHICAGO, ILL.

Telephone, Franklin 1182

Advantages Outweigh Disadvantages

ISAAC F. MARCOSSON concludes a strong and timely article, published in *Collier's* for August 29, entitled "The Effect of War on American Business," as follows:

"When you come to sum up the whole situation you find that the principal benefits to us resulting from the war appear to be:

"1. A merchant marine which will undoubtedly restore the supremacy of the American shipping flag to the high seas.

"2. A notable increase in export trade, especially with South America and with regions hitherto undeveloped by American business.

"3. A new and more commanding place in international finance and commerce.

"4. An increase in output and use at home of domestic products as substitutes for foreign-made goods.

"5. The ultimate ability to pay our debts to Europe at a discount.

"6. Our securities will probably have a stronger position abroad than ever before, because we will be about the only war-proof country.

"The main drawbacks may be summarized as these:

"1. A decline in exports to Europe of high-class goods.

"2. Loss of the service of many skilled workers, especially Germans, who have gone back to fight for their fatherland.

"3. Advance in money rates, which will mean increased cost of manufacture and possibly higher cost of living.

"4. Heavy shrinkage in national revenue, due to a falling off of imports.

"5. A probable fomenting of the labor unrest when the fighters come back to America after a war of savage hate.

"Though trade in some quarters may look through a glass darkly at the moment, the prospect of our distilling 'goodness out of things evil' is the larger and permanent vision.

"To the United States, through

the misfortune of war, has come a rare and unique distinction. We seem to stand at the outposts of Universal Need as the Nation of Succor and Rehabilitation. The eyes and the desires of that part of civilization remaining at peace are upon us.

"In the light of these new and thrilling world responsibilities we may be justified in paraphrasing John Hay's memorable prophecy of our commercial destiny and make it read:

"The debtor nation has become the chief creditor nation. The financial center of the world, which required thousands of years to journey from the Euphrates to the Thames and the Seine, has passed to the Hudson between daybreak and dark."

Earnings of Procter & Gamble

A statement of the earnings of the Procter & Gamble Company for the year ended June 30, 1914, shows that the total volume of business of the company for that year was \$65,825,079.83, with net earnings, after all reserves and charges for depreciation, losses, advertising and special introductory work" were deducted, of \$4,247,706.49 available for dividends.

Of this amount, \$4,067,706.49 was available for dividends on the common stock, amounting to about 33 1/2 per cent, which explains why the common stock is quoted on the Cincinnati exchange at 540 bid and 575 asked, even in these troublous times.

Publisher Joins Staff of Iowa Paper

O. J. Benjamin, one of the members of the publishing firm of Benjamin Bros., founders of the Nevada, Ia., *Evening Journal*, has disposed of his interests in the *Journal* and has acquired an interest in and a position on the business staff of the Des Moines *Register and Leader*.

New General Manager of Bay City Concern

R. B. Lawrence, formerly general sales manager of the World Star Knitting Company, Bay City, Michigan, has become vice-president and general manager of the Lewis Manufacturing Company, Bay City, manufacturer of Lewis-built houses.

T. F. Leidlich, formerly of the St. Louis Business Men's League, is now affiliated with The General Advertising Company, St. Louis.

Exceptional Opportunity

for High Grade Advertising Solicitor with few thousand dollars for investment in a going, profitable business

¶ A motion picture manufacturing corporation specializing in motion pictures of advertising intent requires the services of a high grade advertising solicitor to sell its service.

¶ Applicant must show proof of having handled big business and must be in a position to invest several thousand dollars in the company, on a "ground floor" basis.

¶ The company has an established reputation covering several years of achievement and is in the control of men with wide advertising and motion picture manufacturing experience.

¶ This is an exceptional opportunity for the right man to earn upward of ten thousand dollars a year in excess of the earning on his stock holdings which should advance materially in value each year.

¶ Write in confidence giving full particulars about yourself if you have the proper experience and the money for investment.

¶ Fullest investigation invited.

(Note:—The company requires an investment to insure itself against its knowledge and experience, gained through years of hard work, being hawked about among possible competitors.)

Address, LIFE OPPORTUNITY, Box 197, care Printers' Ink

Full Page University Copy in Newspaper

UNDER the head line "Why Iowa Young Men and Women Should Attend The University of Iowa" the Alumni Association of the State University of Iowa ran a full page ad in the morning and evening newspapers of Des Moines, early in August. This is the first time in the State of Iowa that such a feature has been introduced in the advertising of education.

The alumni of the State University of Iowa believe that the young men and women should understand just what the university is. Ten thousand reprints of the advertisement appearing in this newspaper will be mailed to prospective students and to alumni.

The officers and executive committee of the alumni association have the theory that many of the prospective students do not make up their minds to attend college until the month of August, and for this reason the page ad was printed at this time.

The alumni association also has plans to run a campaign in large newspaper space just before the Legislature meets, next winter, in order to tell the tax-payers what the three and one-half million dollar institution has accomplished, what its needs are, and what its future will be, if it is properly supported.

Protectograph's New Envelopes for Salesmen

Jack W. Speare, advertising manager of G. W. Todd & Co., Rochester, N. Y. (Protectograph), has designed a new envelope to be used by the company in its correspondence with its salesmen on the road. What it is, and why, is explained in this bulletin just sent to the force:

"Beginning in a week or so, you will receive your first-class mail from the factory in a new-style envelope that is one of the handsomest of its kind we have ever seen. This envelope is about an inch longer than the old stamped envelopes we are now using. It is guaranteed to stick out of any pigeon-hole in any 'General Delivery' or hotel letter rack. It is a fine specimen of lithographic work, with a big picture of the new factory spread all over the face of the envelope in a modest and most dignified shade of gray. Outside the picture of the factory there is a border of solid gray. This border also turns over on to the back of the envelope, so that you can 'spot' a Todd salesman's letter a block away, no matter whether the fact or the back of the envelope is pointing toward you.

"Therefore, when the intelligent rural postmaster fumbles through the 'S' holes and mumbles 'Nuthin' for Jones to-day, you can give him a call without fear that he will invoke the majesty of the Federal Government against you."

Why Iowa Young Men and Women Should Attend The State University of Iowa

THIS is a personal message to each young man and young woman who will attend the State University of Iowa. It is a message of opportunity and of advantage. It is a message of the future. It is a message of the present. It is a message of the past. It is a message of the future. It is a message of the present. It is a message of the past.

One of the Leading Universities of the United States
The University of Iowa has a long and distinguished history. It is one of the leading universities of the United States. It is a university of the highest caliber. It is a university of the highest caliber. It is a university of the highest caliber.

Cost of Education is Reduced
The University of Iowa has a long and distinguished history. It is one of the leading universities of the United States. It is a university of the highest caliber. It is a university of the highest caliber. It is a university of the highest caliber.

Scientific Spirit Prevails
The University of Iowa has a long and distinguished history. It is one of the leading universities of the United States. It is a university of the highest caliber. It is a university of the highest caliber. It is a university of the highest caliber.

A Word to the Young Women
The University of Iowa has a long and distinguished history. It is one of the leading universities of the United States. It is a university of the highest caliber. It is a university of the highest caliber. It is a university of the highest caliber.

Advantageously Located
The University of Iowa has a long and distinguished history. It is one of the leading universities of the United States. It is a university of the highest caliber. It is a university of the highest caliber. It is a university of the highest caliber.

Ask Any of the 20,000 and More Alumni and Former Students of the University of Iowa

This pamphlet containing the above is published by The University of Iowa. It is a message of opportunity and of advantage. It is a message of the future. It is a message of the present. It is a message of the past.

ONE OF THE FEW FULL PAGES EVER PLACED FOR A UNIVERSITY

The copy was conservative in character, but it aimed to tell the advantage of higher education simply and clearly.

Lauson Co. to Educate Its Help

The John Lauson Mfg. Company, New Holstein, Wis. (engines), in order to secure a larger supply of trained help in all its departments, has decided to adopt an apprentice system conforming to the laws of the State of Wisconsin.

The intention is to take each year ten or twelve young men between the ages of 16 and 20, with at least a common school education, and train them with the object of making all-around gas engine men out of them.

This course of instruction, it is said, will be very thorough and will include such phases of the gas engine business as blacksmithing, pattern-making, lathe work, planer and other machine-shop operations, testing of engines, painting and core making.

In addition to the above-mentioned shop experience, the student or apprentice must spend at least five hours every week in technical studies along the lines of arithmetic, drawing, machine design, modern shop practice, etc.

War Optimism in Canada

As an aid in restoring, maintaining and fortifying the courage and confidence of both advertisers, and the Canadian public generally, there has been prepared for publication in the newspapers and magazines of Canada a series of "Good Cheer" advertisements.

The series gives reasons why national advertisers should continue their advertising during the war and why manufacturers in certain lines have a great opportunity for extending their business at this time.

The Canadian Press Association is the sponsor of the movement and its manager has taken up the campaign with the Canadian Home Markets Association, the Canadian Manufacturers Association and general advertisers in Canada outside these organizations.

The movement is also being explained to the recognized agencies.

The "Good Cheer" ad released August 10 contains a good example of the optimistic tone which is maintained

through the series. It read as follows:

"THE OUTLOOK IN CANADA
"Truly, it is an ill-wind that blows nobody good. One Continent's 'down' is another Continent's 'up.' The industries of Europe are, generally speaking, at a standstill, and matters will be worse before they can be better.

"The whole world is looking to the North American Continent—to Canada and the United States—for much of its provisions, machinery, textiles, boots and shoes, beverages, vehicles, cement, brick, earthenware, fancy goods, furs, glass, garments, paper, soap, tobacco, wood products, and much else. Canada must get ready to meet the demand made upon her. We have continued prosperity ahead of us if our manufacturers and merchants rise quickly to take advantage of their opportunity.

"It is a time for business hopefulness, not for business gloom."

To Market Tea in Five-Cent Packages

Peek Bros. & Winch, New York, a branch of the London house of Peek Bros. & Winch, tea packers, have started an advertising campaign through the H. E. Lesan Advertising Agency.

The tea will be marketed in canisters, one ounce for five cents, two ounces for ten cents, five ounces for a quarter, ten ounces for 50 cents, and sixteen ounces for 75 cents.

This is believed to be the only tea to be marketed in five-cent packages.

Providence Concern Appoints Moore

G. Denny Moore has been appointed advertising manager of the U. S. Gutta Percha Paint Company, Providence, R. I. Heretofore, the firm's advertising has been handled by officials of the company.

Mr. Moore was at one time connected with the publicity department of the General Fire Extinguisher Company, Providence.

S. M. Goldberg has been appointed advertising representative for the Eastern territory for the Illinois Farmer.

COMMERCIAL FILMS

SLIDES

HAROLD IVES COMPANY, INC.
Metropolitan Life Building New York

SLIDES

MOTION PICTURE THEATRE ADVTG.

The Little Schoolmaster's Classroom

IN a letter to the Schoolmaster, Richard A. Foley, of Philadelphia, takes violent exception to an editorial in *PRINTERS' INK*, which mentioned the determination of an advertiser to place the advertising account for a new product with the agent who could present the facts about the product in the clearest and simplest language. The editorial said it was "a good agency test." Mr. Foley says it isn't.

"There are," he says, "so many things that go to make up service and success in advertising work that to award the first prize to the person who can cram the most and then digest it clearly and simply is a rather one-sided procedure. A college professor might well qualify and secure the biggest advertising account on this basis.

"There are some indefatigable men in the business who would sit up all night reading dry statistics and then write out very clearly a resumé. But this isn't salesmanship in print.

"Do you suppose the Pierce Arrow automobile has reached its class position because the advertising has expressed in the clearest, simplest way the intrinsic facts of Pierce Arrow construction?

"Were the leading brands of tobacco put on the map with tobacco facts plainly stated? How many 'facts' does Wrigley give gum chewers?

"In fact, Mr. Schoolmaster, there is entirely too much emphasis laid upon the simplicity of advertising. It is anything but a simple process. It is a complex one. More than an understanding of a product and the ability to tell what that product is, in plain English, is required. An expert accountant looking at a grove of walnut trees would probably be able to tell you exactly the number of trees in the grove and what the average yield of lumber would be at what price per foot. But

the man who could vitalize his subject would make you want to go to that walnut grove and sit there and realize that life was worth living."

* * *

The Schoolmaster is inclined to think that Mr. Foley has answered his own argument in his last paragraph, where he insists upon the complexity of an advertising problem. Just because the problem is so complex, it is a good test to require the agent to state the facts clearly and simply. He cannot state them unless he knows them, and in order to know them he must be able to investigate and analyze, with understanding, not only the product itself, but the whole market for products of a similar nature. It is a test not only of his ability to write understandable English, but of his powers of observation and deduction, his willingness to dig deep, and his sense of true value.

* * *

But after all, what Mr. Foley probably means is that the facts, clearly and simply stated, wouldn't necessarily make good copy. The Schoolmaster agrees, but he fails to find in the editorial any suggestion that they would. It wasn't a copy test, but rather a test of the agent's ability and experience. Perhaps Mr. Wrigley doesn't supply many facts to gum chewers, but does anybody suppose that his agent is ignorant of the facts which govern the manufacture and sale of chewing gum at a profit? The "atmospheric" copy which has so long distinguished Pierce Arrow advertising was not developed without study which included not only the car itself but the automobile industry, and the likes and dislikes of those who make up the market for high-priced cars.

* * *

Whether it is due to the season or not doesn't appear, but the Schoolmaster has been called upon of late to pass upon an un-

usual number of advertising contracts. A number of advertisers have gotten into disputes with publishers over the interpretation of contracts which seemed perfectly clear when they were signed, and the Schoolmaster has been asked to help them out. He is glad to do it when he can, but the best way to stay out is not to get in. It is surprising to note that there are some advertisers who sign contracts upon the oral representations of the solicitor, and without carefully reading what is agreed upon.

F. W. Buck, of the Union Electric Company, Pittsburgh, sends a duplicate contract and copies of correspondence figuring in a transaction of that kind, and is public spirited enough to permit its publication as a warning to others who may be approached in a similar fashion. The contract reads as follows:

Only such conditions as are stipulated in this contract will be recognized. We hereby promise to pay to the Publishers, or order, Twenty-five Dollars for our advertisement in

BESSEMER & LAKE ERIE RAILROAD

Panama-Pacific Exposition Poster to occupy one space, payable on publication and delivery of one copy to the undersigned, and further agree to furnish copy for said advertisement within ... days, otherwise you are authorized to insert our name and business.

No money to be paid on this contract until after publication.

This contract is not subject to cancellation.

For additional copies of this Poster, apply to

E. D. COMSTOCK
General Passenger Agent
Bessemer & Lake Erie R. R.,
Pittsburgh, Pa.

Mr. Buck says that he was approached by a solicitor who said he represented the railroad, which was getting out this poster containing a map of its lines, and was selling advertising space around the border. Inasmuch as the railroad was a fairly good customer of the Union Electric Company, the contract was signed. Later the company received a copy of the poster, and a bill from a publisher in Chicago, who had not hitherto appeared in the transaction. To Mr. Buck's protest, the publisher replied as follows:

St. Paul and Minneapolis

Most Prosperous Section
in the United States

TREMENDOUS
CROPS
PLENTY OF
MONEY

Northern Display Adv. Co.
Breslauer Poster Co.,
Minneapolis
Scott Poster Co., St. Paul
M. BRESLAUER, Manager



WE recently distributed to our fifty subscription salesmen, who cover the country, a pamphlet containing eighteen important questions about Case and Comment subscribers—questions of vital interest to advertisers whose products appeal to rated men. We hope to have the answers tabulated by September first. If you want a copy write now.

Published by
The Lawyers Co-op. Publishing Co.
Rochester, New York

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6 PER CENT age 42 to 13 PER CENT age 70. No medical examination.

LIFE INSURANCE. In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21 PER CENT, for another 40 PER CENT.

J. A. STEELE, 170 Broadway, NEW YORK

COPY AND PLAN MAN—15 years newspaper and agency experience—now located in Philadelphia, desires broader opportunity. Is handling Nationally known accounts and has intimate knowledge of automobile advertising as well as general service in all branches. Desires opening as Advertising Manager, Agency Man or in the Publication Promotion field.

Consideration of record and exhibits of work requested.

C. B. Box 199 Printers' Ink

Advertising and Circulation Manager Wanted

for small magazine with a large future. Catering to retail merchants. Can work in your home town. Want man who will show he is really interested in growth of publication—reward accordingly. Address T. M., Box 302, Saranac Lake, N. Y.



"THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

American Journal of Clinical Medicine	Chicago, Ill.
American Journal of Surgery	New York
American Medicine	New York
Interstate Medical Journal	St. Louis, Mo.
Medical Council	Philadelphia, Pa.
Therapeutic Gazette	Detroit, Mich.

ASSOCIATED MED. PUBLISHERS

E. D. CROON, Sec'y, Ravenswood Sta., Chicago, Ill.
A. D. McTIGHE, Eastern Representative,
286 Fifth Avenue, New York.

"The conditions under which your advertisement was given in the poster have been carried out by us as publishers. We had a contract with the railroad through Mr. E. D. Comstock, to furnish them 500 copies of the poster and they agreed to distribute them and hang them in their station waiting rooms."

Of course, the company has no recourse except to pay the \$25 with as good grace as possible, unless it wants to defend a nasty suit with the probability of losing it. The clause that "only such conditions as are stipulated in this contract will be recognized" was printed in very small type, but the company agreed to it none the less. And there is no evidence to show that the Chicago publisher knew that his solicitor was representing himself as the agent of the railroad.

Schott, Ruppert's Advertising Manager

Edward Schott, formerly advertising manager for the Peter Doelger Brewing Company, New York, has been appointed advertising manager for Jacob Ruppert, brewer, New York. The advertising for Knickerbocker Beer made by the Ruppert Company is now handled by Irwin Jordan Rose, New York.

"National Field" Promotes Poley

Fred C. Poley, of the advertising department of the National Field, Atlanta, Ga., has been appointed advertising manager of that publication to succeed I. A. Burdette, who has resigned from the organization.

E. M. Watson With Pratt & Lambert

Evelyn M. Watson, recently censor of correspondence with the Beaver Companies, of Buffalo, is now manager of the sales promotion department of Pratt & Lambert, Inc., Buffalo.

Lincoln Freie Presse

GERMAN WEEKLY LINCOLN, NEB.

Takes the place of 200 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 131,428

Convention Film to Be Exhibited

The 1,000 feet of moving picture film taken by the Essanay Film Mfg. Company, at the Toronto convention of the Associated Advertising Clubs, has been offered by the company to be exhibited before ad clubs throughout the country.

Among other things the film shows portions of the opening session, crowds of advertising men either at work or at play, the Highlanders' Band, President Woodhead and other officials. The film company says that a number of clubs are planning to run off the reel in local theatres and have already filed their applications with the commercial department of the Essanay Company in Ch.cago.

Chicago's Fashion Exhibit

The Chicago garment manufacturers who conducted the Chicago Fall Fashion Exhibit during the week beginning August 18, joined their advertising forces and used double pages in the newspapers to advertise their lines of garments.

A style review was held in the Medinah Temple. About 200 garments were exhibited on living models. Moving pictures were made of the exhibit on the live models, and the films will be exhibited in the small towns in the Chicago territory.

A display of garments on stationary models was shown in forty booths in the Hotel Sherman.

El Bart's Aggressive Offer

The manufacturers of El-Bart Dry Gin have taken advantage of the effect of the European war on importation of gin by advertising the El-Bart brand to take the place of imported brands. A cocktail shaker, said to be worth a dollar, is offered for a limited time in exchange for one label from an El-Bart Dry Gin bottle and 25 cents in stamps. On the outside of the shaker are receipts for cocktails imprinted in the glass.

Armour & Company, Chicago, are using the newspapers to publish a "Housewives Bulletin" which gives recipes for chicken salad, sandwiches and describes various ways of using other Armour products.

College Advertising

We represent the important college papers of the United States and Canada. All information about this field on request. Ask us how we co-operate with manufacturers.

USA

COLLEGIATE SPECIAL ADVERTISING AGENCY
503 Fifth Avenue, New York

A Woman—27

Whose Heart Is in Her Work

seeks a position whose limitations will be set only by her ability.

Has had strenuous training as Advertising Manager's Assistant, writing most of the copy, in two of the better Department Stores of the country.

Should Be Valuable

to an Agency handling Women's Apparel, Food or Furniture Accounts; to a Manufacturer of such products; in the Advertisers' Service Department of a Woman's publication, or as Advertising Manager of a first-class, medium-size Department Store or Specialty Shop. Willing to work as assistant to a big man, provided enough responsibility comes with the place.

Is now employed and welcomes correspondence concerning engagements effective in one or three months.

For references sure to count with you—and further details—please address:

"D. S.," Box 200,
Printers' Ink,
12 West 31st Street,
New York.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

NOW—

is your opportunity to go after the Latin-American trade. American goods are specially favored and sought after in CUBA.

THE BEERS ADV. AGENCY
Latin-American "Specialists"
HAVANA, CUBA

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, at Portland, Oregon—Weekly, 45 years.

COPY WRITERS

MAIL-ORDER SALES PLANS, letters, booklets, "Broadsides", ads—Complete campaigns originated or revamped—every piece of copy loaded with profit-producing pep. Submit your sales literature for complete analysis and constructive criticism—enclose \$5. Or send 10c to cover mailing expense on my 60-page book "More Dollars For the Mail-Order Man"—interesting and instructive. **ERNEST F. GARDNER**, 922 Gloyd Bldg., Kansas City, Mo.

South American Catalogs

In Spanish and Portuguese

All advertising literature and trade helps prepared. Representation and banking connections arranged if desired. **GEORGE B. CURRIER**, 449 Fourth Avenue, New York City.

COPIES WANTED

COPY OF PRINTERS' INK, January 2nd, 1913, State price. **REED PUBLISHING CO.**, 1402 Broadway, New York.

HELP WANTED

ADVERTISING MAN, controlling newspaper or magazine accounts, may place thru reliable agency and share major portion of commissions. Box KK-500, care of Printers' Ink.

Wanted—Jobbers' Representatives
A WELL-KNOWN, successful service organization desire intelligent, vigorous, representation in St. Louis, Milwaukee, Minneapolis, Buffalo, Detroit, and a few other cities. Splendid opportunity to supplement present income. Commission only. Box LL-810, care of Printers' Ink.

AN ACTIVE Chicago Representative wanted for an active publication. He should know publishing methods and men and be familiar with trade paper matters in different branches. Splendid opening for capable hustler. Give experiences and references. Address, Box LL-810, care of Printers' Ink.

AN EXPERIENCED ADVERTISING SALESMAN to sell the highest grade direct advertising literature—to represent an old established agency covering W. New York, W. Penna., Ohio and Michigan—commencing September 1st. Only experienced and thoroughly competent man need apply. Give reference, experience, age, salary in first letter. Address, Box LL-508, care of Printers' Ink.

Salesman One of the largest all-around Printing Plants in the East has an opening for one or two well-informed men; must be able to estimate, lay-out work and intelligently handle same. In replying to this advertisement state full particulars as to your age, what you have done and are now doing, also salary expected until you have proved your worth. Box KK-494, care of Printers' Ink.

MISCELLANEOUS

Many Alert Ad Men have distributed thousands of sticks in the past of chewing gum, each one carrying an attractive advertisement. It is our business to manufacture the gum, which is of the highest grade, and to print the labels. All flavors. Gum guaranteed under Pure Food Act. Samples and prices on request. **THE HELMET AD GUM CO.**, Cincinnati, Ohio.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 19 W. 31st St., New York City.

OFFICES FOR RENT

TO SUB-LET—450 Fourth Avenue, 10th floor, 1,200 to 1,500 square feet. Excellent for Publisher, Advertising Agency or kindred line. **SEARCH-LIGHT INFORMATION LIBRARY**, 450 Fourth Ave., N.Y.C.

POSITIONS WANTED

DESIRE PLACE with agency or advertiser, to handle dealer co-operation. Experienced advertiser and retailer. Box LL-508, P'ters' Ink.

ADVERTISING MAN, with 11 years' experience; 32; well educated; a practical printer; now with well-known New York Company; wants opportunity to qualify for a bigger future anywhere. Address, Box LL-515, care of Printers' Ink.

MAIL ORDER EXECUTIVE Experienced in originating mail selling campaigns, installing and operating follow-up systems, competent system executive, correspondent, wishes position. Moderate salary. Box LL-517, care of Printers' Ink.

ADVERTISING MAN (27), desires position as assistant to advertising manager. Have written ads, prepared booklets, circulars, folders, etc., at present doing follow-up work. Familiar with advertising details. Ambitious and hard worker. Box LL-509, care of Printers' Ink.

HAVE ten years' experience in first rate plant including costs and methods of art work, engraving and all details for complete production of catalogs and other advertising literature. Creative ability. Desire connection with opportunity. Box LL-514, care of Printers' Ink.

ADVERTISING MAN with four years' agency training wishes to concentrate on one proposition. Position with manufacturer or large retailer desired. Experienced in newspaper, trade paper, booklet, folder, circular letter work, etc. Address, Box LL-511, care of Printers' Ink.

WAR

**WILL INCREASE EXPORTS
—GO AFTER BUSINESS—**

The European supply to South America is shut off—God knows all when—U. S. Manufacturers have NOW their greatest opportunity to develop and permanently get hold of this enormous trade. Start the right way. Get an experienced export man of character and ability, willing to put his heart and soul in the work and whose original language is the Spanish. In short write to P. E. H., Box LL-551, care of Printers' Ink.

EXPERIENCED ADVERTISING MANAGER. Fourteen years' selling experience from every angle. Four years as Advertising and Sales Manager of large prominent manufacturer. Thoroughly versed in all branches of advertising. Exceptionally successful in Dealer Co-operative work, direct advertising and getting leads for salesmen. Samples of house organs, booklets, folders, letters, magazine and newspaper ads to show. Now general manager of small manufactory, but looking for an office boy's job with a bigger opportunity. Investigate. Box LL-512, care of Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITY

START NOW in the Publishing Business and enjoy the boom about to begin. We have several good propositions. **HARRIS-DIBBLE COMPANY**, 71 West 23rd St., New York City.

Out of Print

January 22nd, 29th
February 5th, 12th, 19th, 26th
March 26th, April 9th, July 23d

—1914—

All copies of the above issues of **PRINTERS' INK** have been sold, making it impossible to include those numbers in subscriptions to be dated back.

Printers' Ink Publishing Co.

12 West 31st Street
New York City

Roll of Honor

ALABAMA

Birmingham, *Leader*, dy. Average for 1913, 29,003. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Government statement April 1, 1914, 6,544, gross, 7,001; June aver. 6,137.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 15,630, 5c. Waterbury, *Republican*. Examined by A. A. A. regularly. 1913, Daily, 8,666; Sunday, 8,832.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,691. Peoria, *Evening Star*. Circulation for 1913, Daily, 31,608; Sunday, 10,876.

INDIANA

South Bend, *Tribune*. Sworn average July, 1914, 12,768. Best in Northern Indiana.

IOWA

Burlington, *Hawkeye*. Average 1913, daily, 9,818; Sunday, 10,518. "All paid in advance." Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,234; Sunday, 48,898. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 6th year; Av. dy. 1913, 9,231. April daily aver. 14,783.

KENTUCKY

Louisville, *Courier-Journal*. Average 1913, daily, 30,669. Louisville, *The Times*, evening daily, average for 1913 net paid \$1,323.

LOUISIANA

New Orleans, *Item*, net daily average for 1913, 55,664.

MAINE

Augusta, *Kennebec Journal*, daily average 1913, 10,667. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Evening Express*. Net average for 1913, daily 19,537. Sunday *Telegram*, 13,003.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 66,888; daily, 76,733. For July, 1914, 77,630 daily; 86,466 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston Globe

Average Gross Circulation 1913: 177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (60). Boston's tea table paper. Largest amount of week day. Lynn, *Evening Item*. Daily sworn av. 1913, 16,987; 1912, 15,338; 1913, 19,873. Two cent. Lynn's family paper. Covers held thoroughly. Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest year gun.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, 31,321.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for first 7 months, 1914, 111,718.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,783; Sunday *Tribune*, 189,163.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 128,003.

NEW JERSEY

Camden, *Daily Courier*. Daily, Oct. 1st, 1913, to Mar. 31, 1914, 11,063.

NEW YORK

Buffalo, *Courier*, morn. Av., 1913, Sunday, 103,249; daily, 61,758. *Enquirer*, evening, 61,696. Buffalo, *Evening News*. Daily average, for 1913, 93,379.

Schenectady, *Gazette*, daily. A. N. Lacey. Actual average for 1913, 32,006. Benjamin Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (e) av. June, '14, 8,106. Semi-Weekly *Sentinel*, av. June, '14, 7,428.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 112,497; Sun., 164,000. For July, 1914, 126,967 daily; Sunday, 181,000.

PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1914, 22,803; 22,981 av., July, 1914. A larger guaranteed paid circulation than all other Erie papers combined. I. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (60) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,502; the Sunday *Press*, 170,667.

Washington, *Reborter and Observer*, circulation average 1913, 13,878.

West Chester, *Local News*, daily, W. H. Hodgson. Av. for 1913, 28,104. In its 2nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, eve. net, sworn, sr. for 1913, 19,157. "Charter Member A. B. C." York, **Dispatch and Daily**. Average for 1913, 19,157. Covers its territory.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation for 1913, 21,628—sworn.

Providence, Daily Journal. Sworn ave. net paid for 1913, 19,036 (©©). Sunday, 30,494 (©©). **The Evening Bulletin**, 47,002 sworn ave. net paid for 1913.

Westerly, Daily Sun. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. cir., 1913, 5,850.

SOUTH CAROLINA

Columbia, State. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,836. Jan., 1914, average, daily and Sunday, 28,016.

VIRGINIA

Danville, The Bee (eve.). Average, July, 1914, 8,563.

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. Aver. daily cir. last six mos. 1913, 67,000; Sunday, 16,897. In March, 1914, the *Times* beat its nearest competitor by 353,524 agate lines.

Tacoma, Ledger. Average year 1913, daily and Sunday, 21,881.

Tacoma, News. Average for year 1913, 30,810.

WISCONSIN

Janesville, Gazette. Daily average, July, 1914, daily 7,849.

Eau Claire (Wis.), Journal-News. Daily average cir. Jan. 1st to Dec. 31st 1913, 6,532.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, for 1913, 12,862. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

New Haven Register. Leading want ad medium of State. Rate 1c. a word. Av.'13, 19,236.

MAINE

The Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

MINNESOTA

The Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,417 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

MARYLAND

The Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

NEW YORK

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

ILLINOIS

Bakers' Helper (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (©©). Actual average circulation for 1912 13, 17,266.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (©©). **Boston Evening Transcript** (©©), established 1830. The only gold mark daily in Boston. **Worcester L'Opinion Publique** (©©). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis Journal (©©). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (©©) is THE advertising medium of Brooklyn.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (©©). Specimen copy mailed on request. 253 Broadway, N. Y.

New York Herald (©©). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

Scientific American (©©) has the largest circulation of any technical paper in the world.

New York Tribune (©©), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (©©), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON

The Seattle Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, August 27, 1914

Advertisers Point Out America's Opportunity.....	2
Undiscovered Territory at Home.....	2
Of the Kellogg Toasted Corn Flake Company.....	2
Anticipates Largest Business Ever.....	3
Of the Northwestern Knitting Company.....	3
Not Altering Plans in the Least.....	4
Gen. Mgr., Pacific Coast Borax Company.....	4
Time to Find New Home Consumption.....	4
Of the Parker Pen Company.....	4
Manufacturers to Find New Uses for Materials.....	4
Vice-Pres., Fisk Rubber Company.....	4
Opportunities That Will Never Come Again.....	6
Sec., Cream of Wheat Company.....	6
Has Added to His List of Mediums.....	6
Of Gray & Davis, Inc.....	6
"Greatest Prosperity Ever Known".....	8
Of the Hoosier Mfg. Company.....	8
Doesn't Expect His Business to Suffer.....	10
Of I. W. Lyon & Sons.....	10
"Will Push for Business as Usual".....	12
Sec., Yawman & Erbe Mfg. Company.....	12
More Pressure for Domestic Sales.....	12
Vice-Pres., The B. F. Goodrich Company.....	12
Situation in Shoe Field.....	12
Of the Friedman-Shelby Shoe Company.....	12
More Effort to Get Home Trade.....	50
H. J. Winn Pres., Taylor Instrument Companies.....	50
To Work Harder for Domestic Demand.....	50
F. B. Kilmer Of Johnson & Johnson.....	50
The Question of Foreign Credits.....	53
H. S. Dudley Of the Atlas Portland Cement Company.....	53
Outlets Within Our Own Borders.....	54
J. T. Wilson Of Flint & Walling Mfg. Company.....	54
New Spirit of Investigation Will Help.....	54
Robert E. Miller Of the Hamilton Watch Company.....	54
Willys Explains American Strength.....	57
J. O. Munn Two Promises of Great Business Increase.....	57
Chas. R. Stevenson Gen. Mgr., National Veneer Products Company.....	57
More Effort Toward South America.....	61
C. L. Forgey Of Berry Brothers.....	61
O. K.'d Year's Campaign Just the Same.....	61
R. E. Tweed Of the Sharples Separator Company.....	61
Original Plans Not Curtailed.....	61
F. Nelson Carle Of the General Vehicle Company, Inc.....	61
Go After More Business at Home.....	65
R. V. Nordby Of the National Sweeper Company.....	65
Sow Seed Now for Future Leadership.....	65
A. C. Lamouille Of the Ansco Company.....	65
Plenty of Business in America.....	65
C. H. Hunter Of the Elliott-Fisher Company.....	65
Expects Steady Demand at Home.....	66
Edwin L. Shaw Of the Lowe Brothers Company.....	66
Need of Long-Time Planning.....	66
Frank Anderson Sales Mgr., Barcalo Mfg. Company.....	66
"Go After Foreign Market Hard".....	66
H. C. Busley Of Valentine & Co.....	66
Poor Business and Good Crops Don't Hitch.....	70
W. P. Werheim Supplanting Imported with Home Made Goods.....	70
Sig. Fieus Of Runkel Bros.....	70
Choose Foreign Representatives Carefully.....	72
S. W. Eckman Of B. T. Babbitt, Inc.....	72
Situation From Dixon's View-Point.....	72
Geo. E. Long Vice-Pres., Joseph Dixon Crucible Company.....	72
European Trade in United States That Is Subject to Capture.....	17
Now's the Time for Good Will Advertising.....	25
Frank Finney Advertisers Who Refused to Quit.....	27
Good Use of the War Interest in Copy.....	32
Using a Specialty to Sell the Line.....	43
Post Office in Market for Supplies.....	44
Editorials.....	74
American Enterprise Put to the Test—Prove the Case for Branded Goods—"Well Equipped for Peace"—A Price-Maintenance Fallacy.....	82
Advantages Outweigh Disadvantages.....	82
The Little Schoolmaster's Classroom.....	84

Index to Advertisers

PAGE	PAGE
American Boy	9
American Exporter	30-31
American Journal of Clinical Medicine	88
Am. Journal of Surgery	88
American Magazine	78
Asso. Medical Publishers	88
American Medicine	88
American Posting Service	53
Associated Sunday Maga- zines, Inc.	45
Ayer, N. W., & Son	1
Berrien-Durstine, Inc.	79
Birmingham & Seaman Co.	32
Breder's Gazette	2
Business Opportunity—Box 197	83
Case and Comment	87
Chicago Daily News	38
Chicago Evening Post	67
Churchill-Hall	68
Classified Advertisements	90-91
Collegiate Special Advertis- ing Agency	89
Collier's	29
Donnelly, John & Sons	50
Dyer, George L., Co.	27
Everybody's Magazine	5
Farmer & Stockman	46
Farmer, St. Paul	2, 59
Farm Journal	24
Francis, Charles, Press	60
Gold Mark Papers	93
Good Housekeeping Mag.	16
Help Wanted—"Life Op- portunity"	83
Help Wanted—"T. M."	88
Hill Publishing Co.	23
Hoard's Dairyman	2
Illustrated Sunday Magazine	68
Indiana Farmer	2
Indianapolis Star	64
International Silver Co.	47
Interstate Medical Journal	88
Iowa Homestead	46
Iron Age	7
Ives, Harold, Co., Inc.	85
Kansas Farmer	2
Ladies' World	42
Leslie's	96
Life	14-15
Lincoln Freie Presse	88
Medical Council	88
Michigan Farmer	2
Missouri Farmer	3
Muncie Star	64
New York Evening Post	55
Northern Display Advertis- ing Co.	87
Ohio Farmer	2
Oklahoma Farm Journal	2
Pennsylvania Farmer	2
Philadelphia Public Ledger	13
Pierce's Farm Weeklies	46
Pittsburgh Chronicle Tele- graph	81
Pittsburgh Gazette Times	81
Position Wanted—"C. B."	88
Position Wanted—"D. S."	89
Position Wanted—"M. D."	89
Poster Advertising Assn.	48-49
Power	23
Prairie Farmer	2
Printers' Ink	91
Progressive Farmer	2
Publishers Printing Co.	75
Roll of Honor Papers	92-93
Steele, J. A.	88
Sackett & Wilhelms Co.	71
Simmons-Boardman Publish- ing Co.	37
Standard Farm Paper Assn.	2
Star League	64
Sunset—the Pacific Monthly	11
System	19-20
Terre Haute Star	64
Therapeutic Gazette	88
Today's	41
Trade Circular Addressing Co.	81
Wallaces' Farmer	2
Want-Ad Mediums	93
Wisconsin Agriculturist	2
Wisconsin Farmer	46

ADVERTISING RATES

\$120 double page

\$80 half page

\$90 a page

\$15 quarter page

Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover

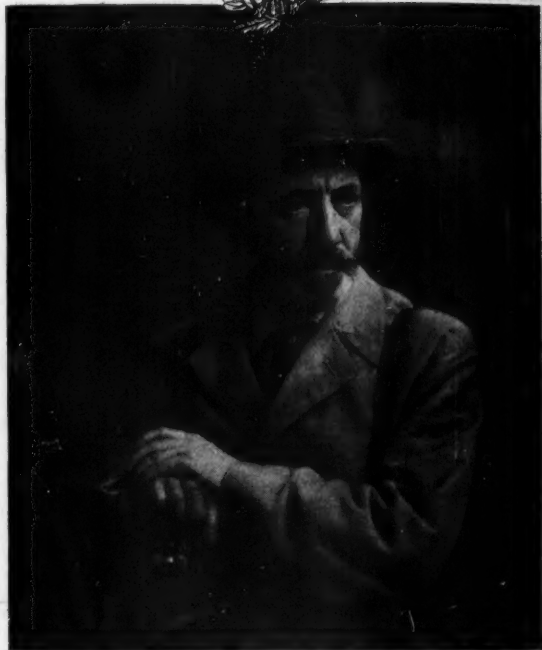
Page 5

Second Cover

Pages 7, 9, 11 or 13

Back Cover

Double Center [2 pages]



JAMES H. HARE

The War Photographer

Now Exclusively In

Leslie's

*Illustrated Weekly
Newspaper*